

JOB POSTING

Touring & Sales Administrator/Coordinator

Timothy Mooney Repertory Theatre (“TMRT”) – a national touring company that specializes in the use of classical texts for educational enrichment– seeks a part-time theatrical administration and promotion specialist. This position will be approximately 20 hours per week, paying \$20 per hour with the opportunity for a pay bump after 6 months.

In its twenty-plus year history, the multi-award-winning Tim Mooney Rep has toured nationally and internationally to present educational and entertaining performances and workshops. With a catalogue of ten different one-man shows and a year-'round touring season, this organization has budgeted to expand its team by adding a permanent administrative staff member.

WHAT YOU’LL BE DOING:

- SALES:

Book production/workshop packages for organizations. Actively develop prospects and sales leads to initiate dialogue with potential presenting organizations. Utilize sales skills to establish new contacts, follow up with leads, and finalize booking arrangements. Engage the customer/host/presenter with additional options available (workshops, class visits, talkbacks) to make the most of each visit.

- CORRESPONDENCE:

Maintain Customer Relationship Management database with notes regarding client needs and customers’ paths through the sales funnel.

- LOGISTICS:

Make adjustments to travel plans in order to accommodate new bookings. Although the Administrator/Coordinator will be working remotely, our actor tours through most of the year, available to all 48 contiguous states through the course of each semester. Our touring schedule involves repeatedly re-designing optimal “routes” through various regions, adjusting as opportunities surface. This process requires adaptability, attention to detail, and sensitivity to the actor’s touring needs.

A strong logistical skill set will also be necessary for scheduling technical theater variables such as transportation time, load-in/load-out, tech rehearsal issues, and other practical matters.

- SOCIAL MEDIA:

Collaborate to plan and execute an effective social media content calendar. Strengthen the TMRT brand by helping to create shareable materials that demonstrate subject matter expertise and build our social media following. Optimize established (as well as new) video content for greater exposure, click-through rate, and monetization.

- MARKETING:

Work on company marketing initiatives such as conferences/networking events, production of materials, and quarterly data analysis. Will also be responsible for updating website material; web development experience a plus.

- Other duties as required.

CORE COMPETENCIES:

- ENTHUSIASM FOR ARTS EDUCATION:

We are a mission-driven organization, so everyone on board needs to be motivated by the prospect of bringing engaging “living Shakespeare” experiences into students’ lives. The successful applicant will demonstrate their ability to effectively advocate for and stir excitement around the “Shakesperience” that students will encounter.

- COLLABORATION:

The Administrator/Coordinator will be working actively with others; they will need effective communication skills and a cooperative attitude. Because our organization is small, it is important for each of us to maintain cordial, easy-going working relationships.

Because our organization is small, it is important that each team member be able to build cordial, easy-going professional relationships—internally and with our customer base. The successful candidate will have a “self-starting” personality that lends itself to taking initiative, following through, and providing options that will enhance the client experience while best serving the company.

- FAMILIARITY WITH THEATER:

The ideal candidate will have some background in college, community, or professional theater production as well as some working knowledge of the classics (with an emphasis on Shakespeare). The Administrator/Coordinator will need to be moderately familiar with the needs and conventions of a performing arts company and be willing to learn the particular expectations of TMRT’s business model and production style. Among touring companies, TMRT occupies a unique niche and requires knowledgeable advocacy.

- A TYPICAL (8 HOUR) DAY might include:

1 Hour working through one of our “state lists” which include faculty members, Student Activity Groups or school/community presenters. Might include sharing our latest update (usually focusing on the latest available show), a newly plotted touring schedule, a new price point, a recent award or collection of reviews for the latest show.

1 Hour updating mailing list recipients’ contact information

1 Hour of telephone “follow-ups.” This may include people who: signed in at a conference booth, responded to a previous email campaign, have previously hosted an event, or who need to reschedule a canceled event.

2 Hours of Content Management. May be reviewing materials on our website or video platforms, analyzing data, adjusting thumbnails/hashtags/playlists, etc. Content might be reworked or restructured...for example, a 15-minute video might be repackaged as 30-second “shorts.”

1 Hour managing current established bookings. This might include event planning, confirming contracts, upselling services, hotel arrangements, and refining schedule details (load-in, set-up, tech rehearsal, “day-of” performer schedule, etc). They will also equip the host with materials and information to help them publicize the event to their audiences and community.

1 Hour of PR: reaching out to media contacts, composing and sharing press releases, video teasers, and sample interviews. This is especially important during May to August (Fringe Festival season), when our business model shifts from “supporting presenter/host marketing” to “working directly with media and audience.”

1 Hour redoubling efforts on the hot-button item of the day.

If you are interested in learning more about this opportunity, please send a resume and cover letter to TimMooneyRep@gmail.com. While you’re at it, perhaps let us know what your favorite Shakespeare play is, and why.

Tim Mooney Repertory Theatre is an equal opportunity employer. We welcome and encourage applications from all qualified candidates without regard to race, religion, gender identity, sexual orientation, age, disability, or any other status.