



ALLENTOWN SYMPHONY ASSOCIATION

JOB DESCRIPTION

Job Title: Box Office Manager and Database Administrator

Reports To: Director of Marketing

Direct Reports: Box Office Associates

FLSA Status: Full-time/ Exempt

ORGANIZATION DESCRIPTION AND JOB SUMMARY:

The Allentown Symphony Association (ASA) operates the Allentown Symphony Orchestra (ASO), El Sistema Lehigh Valley (ESLV), and is the owner/operator of Miller Symphony Hall in downtown Allentown, PA. Since 1951, the ASO has been the premiere professional symphony orchestra of the Lehigh Valley and currently presents a variety of classical, pops and family concerts. As the operator of Miller Symphony Hall, the ASA also presents a number of non-orchestra events including the Jazz Upstairs Series, Metropolitan Opera: Live in HD broadcasts, Live OnStage, and a variety of other concerts.

The **Box Office Manager and Database Administrator** is responsible for the management of ticket sales to all ASA events, as well as for the maintenance of the ASA combined ticketing and donor databases. They are responsible for overseeing Box Office staff, and for coordinating with staff, presenters, sponsors and Hall rentals to accommodate ticketing and/or database needs. They also manage online marketing through the use of the Feathr system.

The tasks associated with this position include, but are not limited to the following:

Ticketing Systems:

- Create all ASA ticketed events in Patron Manager CRM, including individual general admission and reserved seating events.
- Manage seating inventory in Patron Manager, including overflow (hold and release), obstructed views, seating conflicts etc.
- Set up error-free, customer-friendly transactions for online purchases
- Serve as principle contact with Patron Technologies, responsible for assuring compliance with service standards and contract provisions/
- Build series subscriptions and individual package for new and renew, after coordinating with Marketing Director and Executive Director
- Create renewal mappings, seat assignments, and pending orders for renewing subscribers

- Create subscription order processing guidelines and oversee order completion through box office staff
- Create group sales, discount codes and other promotions
- Run reports for event close outs, daily ticketing updates, and subscription sales report

Box Office Management:

- Supervise the selection, placement, promotion, training, safety, appraisal, and development and scheduling of all ticket office personnel
- Manage the overall operation of the ticket office and provide for the ordering, sale, and accounting of all ASA events
- Be present at all Symphony events involving ticket sales
- Assure the proper accounting of all money and tickets for events serviced by the ASA, including deposits and credit card reconciliation with the Finance Director
- Handle complaints, ticket issues, and customer service issues in a fair, professional, and courteous manner
- Manage comp tickets for staff, artists, orchestra members, sponsors etc.
- Assist Marketing with inventory management and distribution of marketing materials within the symphony hall

Database Management

- Generate reports on events and patron data
- Provide Development team with information on donations given as part of a ticket order
- Generate patron mailing lists for marketing
- Facilitate training in the use of Patron Manager CRM for staff members
- Troubleshoot database issues with Patron Technologies Customer Support

Event Management

- Assist House Manager as needed for ticketed events
- Assist with front-of-house activities with Event Manager and Technical Director as needed (merchandise sales, meet & greet, VIP Receptions, autograph lines, etc.)

Online Marketing:

- Develop marketing plan with Marketing Director
- Implement and maintain plan using Feathr marketing system
- Report on results using Feathr
- Other marketing responsibilities as needed

Required Education, Experience and Abilities:

- 2-3 years relevant experience in related field
- Excellent customer service skills. Ability to problem solve on the spot.
- Ability to write professional letters and business correspondence
- Team Player
- Excellent computer skills in Microsoft Office Suite
- Detail oriented; Good time management skills
- Ability to work various hours, including holidays, weekends and evenings when required

- Understand Salesforce Patron Manager CRM (or equivalent ticketing/donor database)

Preferred Education, Experience and Abilities:

- Bachelor's degree, preferably in marketing, music or arts administration
- Prior Box Office Management experience
- Prior experience with Patron Manager/Sales Force
- Data analysis skills
- People management skills and experience
- Prior experience working with volunteers

Physical Requirements:

- Ability to work on a computer for extended periods of time
- Ability to operate related equipment, i.e copier, scanner
- Ability to lift up to 50 pounds and be on one's feet for extended periods of time

Compensation: \$42,000-\$45,000/year. Position also comes with a comprehensive benefits package including medical, dental, vision, life and long- and short-term disability insurance; generous paid time off; 403(B) retirement plan option; and medical/dependent care flexible spending accounts (FSAs).

Please submit a resume and cover letter to: resumes@allentownsymphony.org.

No phone calls, please. Although we appreciate your interest, we will only contact applicants we are considering for an interview.

The Allentown Symphony Association provides equal employment opportunities to all employees and applicants for employment. No one will be discriminated against, or receive preferential treatment because of race, creed, color, religion, sex, affectional or sexual orientation, national origin, ancestry, age, marital status, non-job-related disability, social class, status as a Vietnam-era or special disabled veteran, or any other legally protected status.

April 2025