

CAREER OPPORTUNITY

AT&T
PERFORMING
ARTS
CENTER

TITLE: RENTAL SALES MANAGER

Department: Rental Sales

Reports to: Director of Production & Events

Location: Dallas, Texas 75201

The Rental Sales Manager will be responsible for achieving budgeted sales goals as well as the development and implementation of on-going sales strategies and business plans to maximize revenue growth opportunities while minimizing costs. They will actively seek out, contract, and manage all non-ticketed rental events in the Center and the ancillary spaces; perform varied departmental coordination and administration duties; actively participate in marketing initiatives; service wide range of clients with highest degree of professionalism.

Essential Job Functions:

- Meet and exceed monthly, quarterly and yearly financial goals
- Proactively solicit new business opportunities by conducting effective sales calls, make out-of-the-office sales calls and presentations to potential clients; handle special event inquiry calls; negotiate space, assist with client catering needs through Wolfgang Puck, create event proposals and conduct site inspections with clients.
- Negotiate and prepare contracts for CEO signature.
- Build/Generate new leads to increase size of potential client database from cold calls and market prospecting to include, but not limited to: small conventions, corporations, DMCs, meeting planners, associations, SMERF (Social, Military, Educational, Religious and Fraternal) groups, hotels, organizations (i.e. Chamber of Commerce, Convention & Visitors Bureau, etc.)
- Develop strategic marketing and promotional plan to drive Rental sales for the venues to reach/exceed annual goal. Plan to include strategic initiatives, competitive analysis, insights on new areas of opportunity, etc.
- Sales generation – maximize revenue while developing long-term relationships with clients. Monitors changes in the sales / special events industry and develop strategies to improve and adjust to those changes

- Evaluate / identify potential business from existing and future sponsors of the Center
- Seek out and develop relationship with local industries (i.e. hospitals, corporations, hotels, non-profits, etc)
- Fully integrate into CVB to capitalize on the corporate and convention business that comes to the local market
- Become involved in local and national outside organizations directly related to the hospitality industry (i.e. MPI, PCMA, ISES)
- Attend local trade shows, participate in sales blitzes and other off-site sales efforts
- Responsible for overall financial aspects involved in promoting and selling the venue
- Create and implement required reports on the productivity of sales by establishing revenue goals, enhancing client database, increasing catering sales, managing contribution margin and exceeding goals in all categories
- Understanding of in-house service vendor contracts in order to fulfill client proposal and event needs
- File management using established systems (ArtsVision, Smartsheet, ISS, Tessitura)
- Strategic planning and forecasting
- Oversee all departmental paperwork related to sales and provide documentation to all stakeholders in a timely manner.
- Development, management and fulfillment of the Rental Event marketing budget
- Weekly reports to the Director on sales trends, bookings, sales recaps and department productivity
- Submit monthly reports Director including, but not limited to: Rental Sales Revenue Report, Forecast, Revenue Pipeline, Revenue Breakdown and Lost Business
- Follow established policies and procedures

Qualifications:

- Bachelor's degree required. Areas of study preferred include theater, communications, marketing or the performing arts
- Detailed knowledge of planning process for major performance events; overview of front of house, production, legal and financial needs

- Excellent customer service skills and a commitment to client satisfaction
- Strong written and verbal communication skills across a wide range of client
- Strong collaboration skills and the ability to resolve cross-departmental conflicts
- Ability to work flexible and varied hours, including nights, weekends and holidays

AT&T Performing Arts Center is an equal opportunity employer and is committed to the belief that each individual is entitled to equal employment opportunity.

For immediate consideration, send cover letter, resume and salary requirements.

By Email: careers@attpac.org

By Mail: Human Resources AT&T Performing Arts Center
700 North Pearl Street, Suite N1800 - Dallas, TX 75201

ABOUT THE AT&T PERFORMING ARTS CENTER

The AT&T Performing Arts Center is a nonprofit foundation that operates and programs a 10-acre campus comprised of three premier performance venues and a park in downtown Dallas. Audiences enjoy the best and most recent from Broadway and off-Broadway; the finest dance companies from across the globe co-presented with TITAS Presents; and top concerts, performers and cutting-edge speakers. Thousands of students explore and more deeply experience the arts through the Center's education program, Open Stages. The Center also offers free programming for audiences from every part of the community.

The Center's mission is to provide a public gathering place that strengthens community and fosters creativity through the presentation of performing arts and arts education programs.

The Center's culture is to focus on the values that guide its people's actions. The Center's Core Values are to passionately pursue our mission by being:

Achievement Focused - Committed to the advancement and cultivation of the Performing Arts in Dallas

Community Minded – Actively fostering and participating in meaningful community interactions

Customer Service Driven – Dedicated to the service of internal and external constituents so that all want to return

Flexible – Willing to change to achieve results

Audiences enjoy the best and most recent from Broadway; the finest in world dance and music co-presented with TITAS; top concerts, lectures and performers with Center Presents; and a five-year undertaking to present The Complete Works of William Shakespeare. The Center also presents a wide

range of free programming for audiences from every part of Dallas, including Patio Sessions concerts, Sunset Screenings, Local Motion fitness programs and Studio 2403, dance classes in Sammons Park. The Center makes performance art accessible to thousands of local students through its education program, Open Stages. Through a variety of special programs and benefits, the Center's members and volunteers are able to become involved and engaged in the arts.

The Center's five resident companies are among the city's leading arts institutions: Anita N. Martinez Ballet Folklorico, Dallas Black Dance Theatre, The Dallas Opera, Dallas Theater Center and Texas Ballet Theater.

These performance spaces are some of the finest venues in the world, designed by internationally acclaimed architectural firms:

- Margot and Bill Winspear Opera House, designed by Foster + Partners of London, is a stunning 2,200 seat venue wrapped in red glass with outstanding acoustic performance halls.
- Dee and Charles Wyly Theatre, a 575-seat theatre with a distinctive aluminum exterior, is home to one of the most versatile stages in the world designed by REX/OMA, Joshua Prince-Ramus (partner in charge) and Rem Koolhaas.
- Elaine D. and Charles A. Sammons Park, an urban park designed by Michel Desvigne with native plants and grasses, landscaped lawns, performance spaces, a reflecting pool, and an Information Center by Foster + Partners.
- Annette Strauss Square, an open-air entertainment venue with lawn and patio seating for 2,000 designed by Foster + Partners, under a starlit sky and surrounded by the downtown skyline.

For more information on the AT&T Performing Arts Center, to become a member, or to make a donation, visit www.attpac.org.