



**Title:** Theatre Sales and Fundraising Leader

**Job Location:** New York, NY

**Status:** Full Time Non - Exempt

**Reports to:** Associate Managing Director/Castillo Theatre

*Are you looking to make a direct **impact** on youth and poor communities by **developing** the lives of the people you reach?*

*Become a part of our **growing** national non-profit team whose **purpose** is to bring out the **All Star** in everybody.*

### **Job Summary**

The Theatre Sales and Fundraising Leader is an essential role for the Castillo Theatre and the All Stars Project, creating the welcoming and vibrant culture that is a hallmark of the All Stars' 42<sup>nd</sup> Street center for performance, youth development and activism. This key role makes it possible for thousands of New Yorkers from all backgrounds and walks of life to participate in growing and sustaining cutting-edge theatre work. Castillo is an award-winning community-built, political theatre with some of the most diverse audiences in New York City, and has a producing partnership with the renowned New Federal Theatre. Castillo is a multi-cultural home for Black Theatre. The Theatre Sales and Fundraising Leader is responsible for ticket sales for all theatre events produced by the Castillo Theatre, including single and group tickets, as well as ticket packages. In addition, the Theatre Sales and Fundraising Leader operationalizes and runs the annual theatre fundraising campaigns, and sells advertising for the annual theatre season. This person is a key leader on the Castillo team who manages a passionate group of volunteers and interns who are actively involved in building this work.

### **Job Responsibilities**

#### *Sales & Fundraising*

- Lead ticket sales, outreach and marketing for all theatrical productions.
- Conduct outreach and expand group sales, building Castillo's location within the NYC cultural scene.
- Lead and participate in regular phone shifts of volunteers and interns to sell tickets and build support.
- Produce and drive all theatre fundraising: membership, Opening Night Passes, Subscriptions, Castillo Benefit; managing theatre fundraising team ensuring it reaches objectives and income goals.
- Sell advertising to local business partners for the theatre season.
- Produce regular sales reports for management to evaluate the growth of sales.
- Produce cultivation and sales events.
- Sell tickets for bi-annual Performing the World conference.
- Recruit, supervise and train sales and fundraising volunteers and interns.
- Maintain audience database.
- Manage Castillo Theatre's annual budget.

#### *Marketing*

- Manage theatre marketing efforts, including writing and creating marketing materials and e-blasts.
- Function as press contact for Castillo Theatre.
- Maintain archive files with selections of photographs and press coverage for all shows.
- Manage Castillo Theatre's social media platforms, including Facebook, Instagram and Twitter.



## **Qualifications**

- 3+years of sales and/or marketing experience.
- Understanding of poverty-related issues and a commitment to creating educational and developmental opportunities for inner-city youth in outside of school contexts.
- Strong computer and database skills. Familiarity with FileMaker Pro a plus.
- Project management experience.
- Knowledge of email marketing and social media.
- Passion for theatre; interest in political theatre a plus.
- Strong computer and database skills. Familiarity with FileMaker Pro a plus.
- Excellent verbal and written communication skills.
- Ability to clearly articulate the All Stars mission and strategies to a broad range of people.
- Excellent interpersonal, relationship building and team-building skills.
- Comfortable working in a fast-paced entrepreneurial environment.
- Highly detail-oriented and organized.
- Theatre background preferred.
- Bachelor's degree preferred.

## **About All Stars**

The All Stars Project is changing the national dialogue about how to meaningfully impact the lives of people growing up and living in poverty, and the role that “outside-of-school” plays in preparing inner-city youth for success in their lives. At All Stars, inner-city youth participate in hip-hop talent shows, leadership training in partnership with the business community, an internationally award-winning police-community relations program, and more. We have transformed our unique, community-based and grassroots programs, founded in NYC in 1981, into a growing movement reaching 20,000 inner-city youth and families each year in 7 cities, and raising \$10 million annually in private funding.

We have become one of the country's leading Afterschool Development organizations, creating a new national model that uses performance as our approach to helping kids and their families grow on and off the stage, and bridge-building through volunteer and direct partnership initiatives between affluent supporters, their families, and the youth of All Stars.

## **How to Apply**

*Send resume and cover letter along with minimum salary requirements (Word or PDF format only) to [jobs@allstars.org](mailto:jobs@allstars.org).*

*Indicate “Theatre Sales and Fundraising Leader” in the subject line of your email for fastest consideration.*

To learn more about All Stars Project, please visit our website at <https://allstars.org/>