



Director of Audience Experience

Job Summary

Austin Opera is seeking a dynamic Director of Audience Experience to join its senior management team as the organization embarks on a period of strategic growth and innovation. The Director of Audience Experience will ensure excellence in the consumer experience from the point of purchase through the time a patron arrives home after a performance.

Reporting to the General Director & CEO, the Director of Audience Experience will partner with the Director of Marketing, the Chief Development Officer, the Director of Operations, and the Director of Education to ensure a seamless experience for patrons at performances and events. He/she will represent the voice of the audience in strategic planning discussions, and conduct research and analysis to measure the company's effectiveness over time.

The Director of Audience Experience will spend a week in residency with the Four Seasons Hotel Austin each season and ensure that best practices in guest hospitality are applied to each aspect of the consumer experience at Austin Opera. He/She will partner with the Four Seasons Hotel Austin in developing and implementing qualitative and quantitative evaluations of the company's performance in each area. Key measures of success will include audience retention figures, increased frequency in patron engagement, and net promoter scores.

Duties and responsibilities

Point-of-Purchase

- Partner with the Director of Marketing to ensure seamless and efficient sales systems online, by phone, and at the box office
- Work with a team from the Four Seasons Hotel Austin to test each sales method throughout the season
- Provide front-line assistance and sales to patrons when needed

Venue Logistics & Hospitality

- Partner with the Long Center leadership, ushers, and hospitality staff to ensure excellence in customer service at each performance
- Partner with the Director of Operations to ensure that the audience experience is placed at the forefront of new programming initiatives and venue explorations
- Launch partnerships with other hospitality providers, restaurants, garages, and other entities that impact patrons' overall performance experience
- Spend one week each season with the Four Seasons Hotel Austin management team to build knowledge in hospitality best practices

Audience Advocacy

- Serve as an advocate with government entities that oversee the use and maintenance of city-owned performance venues
- Serve as an advocate for the audience in management team discussions and planning

Audience Research

- Conduct qualitative, quantitative, and longitudinal research of current audiences to document which aspects of their opera experience most impact enjoyment and retention
- Ensure a practice of audience research that allows the institution to measure its progress in the above areas over time
- Remain current on industry research and audience trends

Programming

- Partner with the General Director, Marketing Director, Development Director, and Director of Education to create ancillary materials, presentations, online content, and programming that will increase audience enjoyment of the company's artistic programming, as informed by audience research
- Partner with the same colleagues in the development of innovative new programs aimed at increasing audience retention figures

Qualifications

- Minimum of five years' experience in the performing arts, preferably in the areas of marketing, development, or customer service
- Knowledge of and enthusiasm for opera
- Experience with audience and/or consumer research
- Experience forming successful collaborations with other institutions
- Appreciation for and knowledge of customer service and hospitality best practices

- A keen ability to collaborate with staff, professional colleagues, community partners, and patrons
- Excellent analytical skill to create, read and analyze multiple sources of data to determine action; passionate about data and understand the importance of data-driven decisions
- Tenacity in working to implement change within external entities
- Polished presentation and interpersonal skills necessary

To Apply:

Send a cover letter, resume, and any salary requirements to Careers@austinopera.org