



A Contemporary Theatre

Sales & Marketing Analyst

Salary Range: \$62,000-\$67,000 Annually

Status: Full-Time, Exempt

ACT is seeking an innovative Sales and Marketing Analyst (SMA) to join our team. The SMA is an integral member of ACT's dynamic Marketing and Patron Services team. They are responsible for guiding ACT's marketing decisions by crunching large data sets, analyzing the results, and providing clear insight. The SMA interacts closely with all departments across the institution, leading organizational Tessitura efforts and steering best-practices for effective uses of ticketing and systems management. The Sales and Marketing Analyst relies heavily on data to inform their strategies and decision-making, and product pricing, including seasonal subscription packages.

The position focuses on developing a deep understanding of proprietary audience data to produce insights, reporting, and direction for the marketing team and organization, including dashboards, weekly insights recap, A/B/n and multivariate testing. The Sales and Marketing Analyst is involved with guiding the direction for how data is structured. They work with internal teams on projects and make recommendations allowing ACT's teams to scale analytics capabilities, helping to position the theatre for growth. Through analyzing both internal and external data, the SMA informs methods of amplifying our audience and potential for growth, which in turn helps guide our day-to-day marketing activities, and our overall marketing strategy.

Benefits include health insurance, paid sick, vacation, and holidays, 403b plan, access to \$5 downtown parking, and free tickets to ACT productions. Open to hybrid work. COVID-19 vaccination is a condition of employment.

Responsibilities Include (But Are Not Limited To):

Strategy, Planning, & Analysis – 45%

- Oversee marketing analytics projects
- Design and lead local market planning and analysis, including segmentation and targeting, launch planning, promotion highlights, marketing mix modeling, as well as historic and future trending
- Conduct deep analysis of ACT's subscription and individual play products around new acquisitions, attribution, and revenue
- Collaborate with Marketing Director, senior leadership, and peers to find best strategic recommendations for marketing tactics such as channel spend allocation, audience targeting, data driven pricing, and inventory management
- Utilize audience information such as transactional and behavioral data, demographic and attitudinal overlays, and primary and secondary research to make recommendations about advertising and targeted outreach, marketing investments, competitive intelligence, etc.
- Assist with A/B test design and analysis aimed at improving customer acquisition, activation, retention, and monetization in close collaboration with the Digital Media Manager
- Work collaboratively to identify business needs and provide data-driven insights to fuel business and marketing decisions
- Provide key decision-making support for senior leadership on marketing and development strategies, reporting design, and workflow efficiency

Monitoring and Reporting – 35%

- Proactively find and surface opportunities to improve product adoption, conversion, and revenue generation
- Assist with implementing a marketing measurement framework and building a smart attribution and marketing mix model to understand efficacy and efficiency
- Implement and maintain patron communication preferences to develop methods and practices allowing patrons to effectively manage their communication from ACT
- Track, report, and develop strategies on KPIs to reflect results on sales conversion rates, funnel behaviors, cross-sell and repeat traffic for patron and channel performance
- Communicate sales information about upcoming events and sales practices to the patron services team, and ACT's staff and stakeholders
- Collaborate with Box Office and Development to implement new systems and patron data tracking
- Define metrics that are independent, holistic, accurate, encouraging of the right behaviors, and are aligned with company strategy and goals
- Manage patron feedback from consumer and web surveys

Systems Management – 15%

- Oversee Tessitura administration tasks, including user account management, coordination with support, permissions management, and version upgrade project management
- Support Tessitura connection with 3rd party applications, including email software (Wordfly or Project 2), e-commerce pathway, including sales and purchase web pages; ensure the most robust functionality and integration

Other Duties – 5%

- Other duties as assigned

Qualifications/Skills

- Prior experience with a major CRM fundraising database and major ticketing database, including system conversion, reports and analysis, and data configuration (Tessitura administration a plus)
- Hands-on experience and fluency in tactical marketing analytics (such as marketing mix and attribution modeling, campaign performance analysis, ROI estimates) and consumer-oriented marketing analysis (segmentations, user survey, etc.)
- Previous experience in a constituent business arena (subscriber, membership, development, event management, etc.), especially in a cultural or Tessitura environment
- Sound judgement and demonstrable analytic abilities
- Excellent verbal and written communication skills
- Comfortable in fast-paced environment
- Demonstrated ability in writing clear data documentation
- Demonstrated ability to achieve goals requiring cross-functional work
- Ability to prioritize and manage multiple projects simultaneously
- Intermediate to advanced knowledge of Microsoft Office Suite and Slack
- Drive to collaborate to achieve common goals; flexible, sense of humor, problem-solver, detail-oriented, support driven, work independently on multiple projects at a time
- Commitment to maintaining confidentiality
- Demonstrate the initiative to learn and enhance skills that promote anti-racism, cultural competency, and an understanding of oppression and its impact



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- Interest and ability to learn the intricacies of a producing theatre organization
- Flexibility in scheduling, occasional weekend and evening work will be required based upon program calendar
- Ability to pass background check

About ACT

ACT is where artistic ambition and civic engagement unite. We envision a world where the power of theatre expands our collective understanding of community and our own humanity. One of the great benefits of having a contemporary theatre in our community is that we ensure all artists shaping our culture have a voice in driving the theatre of tomorrow. Over the last 55 years, ACT has supported these voices as they sharpen and grow and has honed its mission around nurturing the theatre makers of the next generation.

Our renewed commitment to New Works by local playwrights leads our theatre back to life during this extraordinary time of transition bringing Seattle's voice beyond our stage into the national conversation. ACT's dedication to producing bold, relevant, works on contemporary themes sparks an authentic curiosity about the human condition matched by an audacious spirit fueled by groundbreaking work.

Equity and Inclusion

ACT strives to be an anti-racist, fully accessible, multicultural theatre that is truly welcoming to all. Employees will:

- Demonstrate the initiative to learn and enhance skills that promote anti-racism, cultural competency, and an understanding of oppression and its impact
- Participate in intentional learning efforts, including events relating to understanding institutional racism, and building cultural competency and exhibit a commitment to Equity, Diversity, Inclusion, Accessibility, and Belonging

Physical Skills/Work Environment

While performing the duties of this job, the employee is regularly required to operate a computer, use a telephone, and move through a variety of environments typical in a theatrical environment, administrative office spaces, and public spaces. Strong written command of the English language with the ability to be understood, and the ability to work in an open office environment.

To Apply

Submit resume and cover letter with "Sales and Marketing Analyst" in the subject line to work@acttheatre.org