

Posting: April 29, 2025

EMPLOYMENT OPPORTUNITY PATRON LOYALTY COORDINATOR

About Prairie Theatre Exchange:

Prairie Theatre Exchange is a 52-year-old professional theatre company located in downtown Winnipeg, on the third floor of Portage Place Mall.

PTE prioritizes and is acutely aware of place, asking “Why do we need to tell this story here, in this province, city, neighbourhood?” We use theatre to exchange ideas. This is what PTE does - we share stories through the art of theatre, exchanging ideas, in this place.

PTE strives to operate a professional theatre of the highest caliber for the cultural enrichment of the community; to support the development of theatre artists and new plays; foster theatre arts-related endeavours of others through sharing our facilities and expertise; and to encourage appreciation of theatre and to provide accessible, high-quality, innovative, educational opportunities.

About the Role:

Reporting to the Director of Marketing, the Patron Loyalty Coordinator will be a key supporter of the marketing, development and patron services team. The coordinator will be tasked with supporting all touch points with our patrons with a patron-first attitude with the strategic priority of deepening our patron loyalty, leading to audience growth, and increased patron generated revenue. More simply said, through your work, PTE will welcome more patrons, with increased frequency.

What does this mean? You will:

- Use data to inform strategy.
- Reduce audience churn through analyzing audience segments to understand the ‘why’ previous patrons have not returned.
- Implement strategies to optimize retention. Examples include:
 - Deliver strategies such as courtesy thank you phone calls.
 - Implement ‘surprise and delight’ programs. Thanking long term ticket buyers and donors in unexpected ways.
- Support the analysis of sales patterns and reporting.
- Participate in the development of a comprehensive integrated patron communications campaign schedule.

- Strategize strategic offers, sales, and upgrades to segments of our database, based on past buying patterns.
- Support/work in theatre (lobby) sales initiatives such as subscription renewals.
- Support in-theatre Subscription Seat Note campaign.
- Work with an external telemarketing company to prepare leads and process orders.
- Assist in providing strategy related to crafting/writing communications as it related to list segmentation and patron's lifecycle with PTE.
- Support special events, such as subscriber and/or donor events that drive loyalty.
- Through Survey Monkey, gather patron feedback, report back to management and identify patron needs and areas where we are succeeding.
- Support the database, through list management, segmentation, and data hygiene.
- Support marketing and development tasks, such as mail mergers and preparing correspondence.

Preferred Candidate Attributes:

- Insatiable appetite for data.
- A patron-first attitude.
- Razor sharp accuracy in managing records and patron accounts.
- High level of discretion.
- Experience working with CRM, database, and/or ticketing system. Spektrix is our ticketing system, experience with this platform will be an asset.
- Experience working in the performing arts or events that attract repeat visitors/patrons will be a strong asset.
- A deeply rooted desire to be part of a team that shares stories through the art of theatre.

Compensation & Benefits:

SALARY RANGE: \$45K - \$50K
 Four (4) weeks' paid vacation per fiscal year.
 Eligible to participate in PTE's group life and disability and extended health insurance plans.

EMPLOYMENT TYPE: Full-time, Contract. End date March 31, 2027

START DATE: Mid to Late June 2025.

LOCATION: On-site at PTE, with the ability for occasional remote work, as approved.

HOURS: Full-time, including some weekends and weeknights.

Application Process:

Interested candidates are asked to submit both a cover letter and resume via email to Haanita Seval, Director of Marketing (haanita@pte.mb.ca) by **Monday, May 19, 2025, 5pm CST**. All applicants must be legally eligible to work in Canada.

Prairie Theatre Exchange is committed to reflecting the diversity of our community and our country. As an equal opportunity employer, we encourage submissions from individuals of all genders, cultures, ethnicities, gender identities, sexual orientations, and abilities who possess the skills and qualities listed above.

Prairie Theatre Exchange is committed to providing accommodation for persons with disabilities in all parts of the hiring process. Please contact PTE if you have accessibility needs in applying for this position.

Not 100% sure of your qualifications? If your experience looks a little different than what we have outlined, but you believe you could excel in this role, we encourage you to apply. Please tell us what you can bring to this role.

Prairie Theatre Exchange appreciates all submissions of interest, however only those selected for an interview will be contacted.

This is a newly created position supported and funded in part by Western Economic Diversification Canada.