

Position: Group Sales Coordinator
Reports To: Development Operations Director
Status: Part-Time / Non-Exempt
Compensation: \$18-\$20/hour
Hours: 15-20 hours per week



OVERVIEW:

The Group Sales Manager will serve as the primary point of contact for groups considering a First Stage outing and will help make the group experience welcoming, flexible, and easy from initial conversation through performance. This is a hands-on sales position for someone who enjoys connecting with people, opening doors, following up, and finding creative ways to match First Stage productions with organizations throughout the greater Milwaukee community. The ideal candidate is comfortable initiating conversations by phone and email, cultivating new relationships, re-engaging past customers, and working toward defined sales and revenue goals.

RESPONSIBILITIES:

Sales, Prospecting & Outreach

- Proactively identify and pursue new group sales prospects throughout the greater Milwaukee community.
- Conduct regular outbound sales activity through phone calls, personalized emails, social media, networking, referrals, and other outreach strategies.
- Build targeted prospect lists for individual First Stage productions based on each show's audience and opportunities.
- Develop relationships with businesses, schools, libraries, recreation departments, faith communities, Scouts, youth-serving organizations, community groups, parent organizations, arts organizations, and other potential buyers.
- Re-engage previous group buyers and other lapsed First Stage audiences.
- Cultivate group sales opportunities among existing First Stage connections, including Academy families and alumni, school contacts, corporate partners, donors, Board networks, cast families, and community partners.
- Consistently follow up with prospects and inquiries to move opportunities from initial interest to completed reservation.
- Represent First Stage at select community, networking, or partner events when beneficial to group sales efforts.

Group Sales Program Support

- Provide feedback on and helping to develop group packages, benefits, pricing, messaging, and promotional materials based on conversations with customers and prospects.
- Collaborate with Marketing on targeted campaigns and sales materials.
- Coordinate with Patron Services to ensure group reservations and customer information are communicated accurately.
- Maintain basic documentation and records necessary to support group sales and follow-up.

QUALIFICATIONS AND SKILLS:

- Experience in sales, business development, community outreach, fundraising, customer relationship management, hospitality, ticketing, or a related field.

- Demonstrated comfort with proactive outreach, including making phone calls and sending personalized sales emails to new contacts.
- Strong interpersonal skills and the ability to quickly build rapport with a wide variety of people and organizations.
- A persistent but customer-centered approach to sales and follow-up.
- Excellent written and verbal communication skills.
- Strong organizational skills and the ability to manage multiple leads and follow-up timelines independently.
- Ability to identify opportunities and take initiative rather than waiting for inbound inquiries.
- Comfort working toward measurable sales and revenue goals.
- Basic proficiency with CRM/database systems, spreadsheets, email, and standard office technology.
- Enthusiasm for First Stage's mission and an interest in connecting young people, families, and communities with live theater.

TO APPLY:

Send a resume and cover letter to Kerri Warner, Development Operations Director, at kwarn@firststage.org with the subject line **Group Sales Coordinator: (First Name Last Name)**. No phone calls please. Application submission period will remain open until position is filled.

ABOUT FIRST STAGE:

First Stage, Milwaukee's premiere non-profit theater for young people and families is a nationally acclaimed professional theater company drawing annual audiences of more than 120,000 people. First Stage's production season includes mainstage shows at the Todd Wehr Theater, as well as our First Steps and Young Company Series of productions at Goodman Mainstage Hall at the Milwaukee Youth Arts Center—a total of more than 400 performances annually. First Stage also offers Theater in Education programs, serving 20,000 students in classrooms annually throughout southeastern Wisconsin. The First Stage Theater Academy, the largest and most high-impact training program of its kind in the nation, teaches life skills through stage skills to nearly 2,000 young people ages 3-18 each year. For more information about First Stage, including current updates on our Equity, Diversity, and Inclusion work, please visit www.firststage.org.