



JOB DESCRIPTION | Manager – Community Engagement

REPORTS TO: Director – Community Engagement & Events

SALARY RANGE: \$70,000 - \$80,000

DIRECT REPORTS: None

FLSA: Full-Time, Exempt

LOCATION: 100% On-Site of which 65% is outside sales

Hours: Varies

JOB SUMMARY

The Manager – Community Engagement is a dual-revenue generation role responsible for driving ticket sales through group bookings and maximizing corporate/local advertising revenue within the theatre's printed and digital house programs and Community Events.

This is an active, outbound position that requires a dynamic relationship-builder. The ideal candidate will serve as a primary ambassador in the community—proactively engaging with country clubs, civic organizations, and HOAs to book group tickets, while simultaneously pitching local businesses, luxury brands, and corporate sponsors to secure program advertising space. This position handles the full lifecycle of both portfolios, from cold outreach and rate negotiation to contract execution and premium client hospitality.

KEY RESPONSIBILITIES

1. Outbound Business Development & Community Engagement

- **Group Sales Prospecting:** Actively identify, prospect, and pitch group sales opportunities to local country clubs, HOAs, senior communities, civic groups (Rotary, Kiwanis, etc.), tourism bureaus, destination management businesses and professional associations.
- **Advertising Sales Pipeline:** Conduct outbound sales calls and in-person meetings with prospective advertisers, targeting local businesses (restaurants, real estate, retail, wealth management) that align with the theatre's audience demographic.

- **Field Networking:** Represent the theatre at regional business mixers, chamber of commerce events, and community meetings to build a robust pipeline of both group prospects and advertising clients.
- **Integrated Pitches:** Develop compelling, professional presentation materials that present creative synergy—offering local businesses advertising space paired with group corporate outings.

2. Rate Negotiation, Contracting & Account Management

- **Rate & Contract Negotiation:** Negotiate program advertising rates, ad placement specifications, and multi-show or full-season discounts within established institutional parameters to maximize inventory revenue.
- **End-to-End Client Service:** Provide concierge-level customer service to both group leaders and advertisers, serving as their primary point of contact from initial proposal through execution.
- **Ad Material Coordination:** Manage the collection of ad assets from clients, ensuring artwork meets technical specifications, copy deadlines, and formatting requirements before submitting to production.
- **Group Execution & Invoicing:** Manage group contracts, deposit schedules, final ticketing logistics, and accurate invoicing for all advertising and group clients in alignment with internal finance policies.

3. On-Site Hospitality & Administrative Strategy

- **Performance-Night Hosting:** Greet major group leaders and key corporate advertising clients upon arrival on performance nights, reinforcing the institution's high standard of hospitality.
- **Database & Inventory Management:** Utilize the internal CRM/ticketing database to track the sales pipeline, manage customer accounts, and monitor house program ad and ticket inventory availability.
- **Campaign Collaboration:** Partner with marketing colleagues to align group sales promotional materials and house program deadlines with the master institutional production schedule.
- **Reporting:** Track and report weekly on revenue goals, pipeline volume, and fulfillment status for both group sales and program advertising.
- **Proven Sales & Negotiation Track Record:** Demonstrate success in outbound B2B sales, cold calling, and contract/rate negotiation.
- **Exceptional Client Service:** Ability to provide premium, high-touch customer service to corporate clients, local business owners, and community leaders alike.

- **Dynamic Communication:** Strong public speaking and presentation skills; comfortable navigating corporate boardrooms, luxury country clubs, and community association meetings.
- **Detail-Oriented Project Management:** Excellent organizational skills to simultaneously track group ticketing deadlines, contract expirations, and advertising print production schedules.

SKILLS & QUALIFICATIONS

- Bachelor's degree in business, marketing, communications, or related field; or equivalent professional experience.
- 3–5 years of experience in outbound sales, media/advertising sales, corporate sponsorship, or group sales, preferably within the performing arts, hospitality, or live entertainment industry.
- Advanced proficiency in Microsoft Office, particularly Excel
- Experience utilizing standard CRM/ticketing systems (e.g., Tessitura) and sales tracking software is highly preferred
- Demonstrate success in outbound B2B sales, cold calling, and contract/rate negotiation.
- Ability to provide premium, high-touch customer service to corporate clients, local business owners, and community leaders alike.
- Strong public speaking and presentation skills; comfortable navigating corporate boardrooms, luxury country clubs, and community association meetings.
- Excellent organizational skills to simultaneously track group ticketing deadlines, contract expirations, and advertising print production schedules.
- Availability of working evenings and weekends in support of performances and events

90-Day Review

This position is subject to a 90-day review to assess performance and position fit.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Must possess strength, stamina, and mobility to perform light to medium physical work; vision to read printed materials and a computer screen and hearing and speech to communicate in person and over the telephone or radio. Finger dexterity is needed to access, enter, and retrieve data using a computer, keyboard, tools and equipment. Incumbents in this classification sit, bend, stoop and reach. Ability to lift 10 pounds is necessary for moving materials when necessary. Candidates must possess the ability to lift, carry, push, and pull materials with assistance and/or the use of proper equipment.

N=Never Not present

F=Frequently: Occurs 1/3-2/3 of time

O=Occasionally: Occurs 1/3 of time

C=Constantly: Occurs 2/3 or more

Physical Demands	N	O	F	C		Comments
Sitting			X			
Walking		X				
Climbing/Balancing	X					
Stooping/Twisting		X				
Kneeling		X				
Squatting		X				
Crawling	X					
Push/Pull		X				
Reaching		X				
Gripping	X					
Keyboarding				X		
Pinching	X					
Neck rotation/extension		X				
Foot use		X				
Visual acuity				X		
Lift/Carry						Comments
Up to 10 lbs		X				
11-25 lbs	X					
26 to 50 lbs	X					
51 to 75 lbs	X					
75 lbs to 100 lbs	X					

Over 100 lbs	X					
Environmental Conditions	Y	N		Y	N	Comments
Uneven ground		X	Exposure to dust/fumes		X	
Excessive noise		X	Exposure to Biohazards		X	
Extreme temperatures		X	Exposure to hazards		X	
Working at heights		X	Working w/ machinery		X	Interactive Exhibits
Exposure to noise (> 90 db in 8 hrs per day)		X			X	

Physical Demands Definitions

Physical Demands Specific physical activities required to perform a job as defined in the position description.

Essential Functions Fundamental job duties of the position as defined by the Americans with Disabilities Act (ADA).

Specific Physical Demands

Sitting Remaining in a seated position.

Standing Remaining on one's feet in an upright position at workstation without moving about. Not type of surface

Walking Moving about on one's feet. Note type of surface/irregularities

Climbing Ascending or descending ladders, stairs, scaffolding, ramps, etc., using feet and legs, or hands and arms. Note in terms of steepness, height, surface type.

Balancing Maintaining body equilibrium to prevent falling.

Stooping Bending downward and forward by bending spine at the waist, requiring full use of lower extremities and back muscles.

Twisting	Includes lateral rotation of the trunk and spine.
Kneeling	Bending legs at knees to come to rest on knee or knees.
Squatting	Bending body downward and forward by bending spine at the waist, requiring full use of the lower extremities and back muscles.
Crawling	Moving about on hands and knees or hands and feet. Note surface type, distance,
Push/Pull	Exerting force upon an object so that the object moves away or toward the force.
Reaching	Extending hand(s) and arm(s) in any direction, such as overhead, below waist, forward or lateral.
Gripping	Seizing, holding, grasping, turning, or otherwise working with hands. Fingers involved only to extent that they are an extension of hand, Includes dimple or forceful grasping.
Pinching	Picking, pinching or otherwise working primarily with fingers rather than the whole hand.
Keyboard	Repetitive finger motion to press keys.
Neck Rotation	Forward flexion, extension or lateral rotation of the head and neck.
Foot Use	Repetitive or prolonged movement of the foot and ankle.
Visual Acuity	Near-Visual acuity with clarity at 20 inches or less Far-Visual acuity with clarity at 20 feet or more
Lifting	Raising or lowering an object from one level to another-includes upward pulling.
Carrying	Transporting an object, usually holding in the hands/arms or on shoulders.
Noise	Exposure to noise levels greater than 90 dba per eight (8) hour workday) as per OSHA requirements.

WORK ENVIRONMENT

This position operates within a professional, non-profit performing arts theatre and its surrounding exterior grounds. The work environment includes indoor spaces such as the theatre, lobby, backstage areas, and occasionally outdoor spaces like the facility grounds. The role requires flexibility to work during theatre events, including evenings, weekends, and holidays, as necessary.

WORK AUTHORIZATION/SECURITY CLEARANCE

Proof of eligibility to work in the United States
Criminal, Civil background check will be performed
An equal opportunity employer/Drug Free Workplace

AAP/EEO Statement

McCallum Theatre provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement,

promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

ABOUT THE MCCALLUM THEATRE

Located in Palm Desert, California, the McCallum Theatre is a renowned non-profit performing arts theater dedicated to enriching the cultural life of the community through a diverse program of world-class entertainment, arts education, and community engagement. Our mission is to provide a world-class platform for artists while enhancing cultural experiences for our patrons and supporting our local community. To learn more, visit www.McCallumTheatre.org.

Palm Desert, California

The City of Palm Desert was incorporated in 1973 and today numbers more than 50,000 year-round residents. It is centrally located in the heart of the Coachella Valley in southeastern Riverside County. Known as the educational, cultural, and retail center of the desert communities, it is only 125 miles east of Los Angeles and 15 miles east of Palm Springs. The key industries are hospitality, tourism, service, and retail.

A major center of growth in the Palm Springs area, Palm Desert is a popular retreat for "snowbirds" from colder climates (the Eastern and Northern United States, and Canada), who swell its population by an estimated 31,000 each winter. Recently, Palm Desert has seen an increase in residents becoming "full-timers", mainly from the coasts and urban centers of California, who have come for affordable yet high-valued home prices.

TO APPLY

Please submit a resume and brief cover letter to Human Resources at hr@mccallum-theatre.org with the subject line: Manager – Community Engagement – [Your Name].