

Pittsburgh Opera, Inc., a Level II member of Opera America and a constituent organization of the Pittsburgh Cultural Trust, **has an immediate opening and is seeking qualified applicants for the position of Manager of Group Sales and Community Initiatives.**

Purpose

Pittsburgh Opera is seeking a self-motivated, enthusiastic Manager of Group Sales and Community Initiatives to join our team. The Manager of Group Sales and Community Initiatives will be responsible for selling group tickets to Pittsburgh Opera productions and assisting with community engagement events and outreach.

As part of this, the Manager of Group Sales and Community Initiatives is responsible for the creation, implementation, and maintenance of Pittsburgh Opera's Group Sales plans and cultivation of new partnerships that can support Pittsburgh Opera's overall goals. This person reports to the Director of Marketing and Communications and works in close association with the Director of Strategic Impact and Engagement.

Essential Duties & Responsibilities

Group Sales

- Create, implement, and maintain Pittsburgh Opera's group sales marketing plan, including pricing, policies and procedures; and oversee a schedule of events that will help grow sales
- Research, identify, and develop relationships with existing and new area groups that would be interested in Pittsburgh Opera productions
- Solicit groups and maintain frequent correspondence with customers and prospects
- Actively grow Pittsburgh Opera's group business by following up with both old and new clients to ensure continuous improvement in business development
- Build and maintain database of external sales contacts; strong record keeping of group contacts and group interests as they relate to group ticket sales
- Create and manage events for specialized groups coordinating event spaces and catering services if necessary
- Initiate goals and strategies for post-event retention and up-sell to new group sales patrons
- Provide excellent customer service
- Track group sales revenue and expenses against specific targets
- Analyze results, provide recommendations
- Other related duties upon request

Ticketing Programs

- Oversee the RAD Pass free ticket program
- Oversee the 20-Something Tuesday ticketing initiative in which discounted tickets are made available to patrons in their 20s for select performances

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- Execute an annual contract with the Allegheny County Department of Human Services Area Agency on Aging liaising with 14 different senior centers to provide subsidized tickets
- Serve as the primary ticketing contact for the Audio Commentary program serving blind and low-vision patrons
- Oversee the Cheap Seats university affiliate discount program and explore ways to expand its reach
- Work with Digital Marketing Manager to create, track, and monitor digital sales campaigns for “Cheap Seats” student discount program
- Manage and grow the Student Ambassador program recruiting students to spread the word about Pittsburgh Opera on their campuses
- Interface with affinity groups such as the Pittsburgh Opera New Guard, both for cultivation events and performance events as well as serving as their primary ticketing contact

Ticketing Outreach

- In collaboration with other Cultural District performing arts organizations, grow relationships with entities including but not limited to tours/travel shows via Visit Pittsburgh, the Greater Pittsburgh Convention and Visitors Bureau, and Destination Greater Pittsburgh.
- Engage in community relations building with businesses in the downtown Pittsburgh and Strip District areas to cultivate an immediate network of support for sales and marketing activities.
- Initiate outbound group sales to alumni and professional organizations, schools, businesses, and other organizations through cold-calling, networking, in-person contacts and other methods
- Work closely with Pittsburgh Opera’s Development Department on areas where Development and Group Sales efforts can coordinate, e.g. corporate group sales / events / marketing partnerships for corporate donors
- Work closely with Pittsburgh Opera’s Director of Education on areas where the Education Department and Group Sales efforts can coordinate, e.g. group sales / events / marketing partnerships for local school districts and higher education institutions

Community Initiatives

- Work closely with Pittsburgh Opera’s Director of Strategic Impact and Engagement on areas where community engagement events/promotions/partnerships can lead to group ticket sales
- Schedule run out performances for the company’s Resident Artists at retirement communities as a relationship building measure
- Coordinate and lead backstage tours
- Assist with planning and execution for Pittsburgh Opera’s community engagement events including but not limited to Family Day, an annual engagement event providing hands on activities for kids of all ages, and Bravo Academy, Pittsburgh Opera’s annual summer camp for middle school students
- Build and manage registration forms for free community events to collect marketing contact information
- Manage company merchandise sales to increase brand awareness

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- Brainstorm, plan, and execute other engagement opportunities with community partners as related to the subject matter in each performance

Qualifications – Required

- Bachelor's degree from an accredited college or university, or equivalent work experience
- Proven experience in group sales, sales, or related marketing experience
 - Knowledge of outbound sales calling, event planning, and basic marketing principles
 - Knowledge of marketing and research
- Excellent customer service skills
- Superior verbal and written communication skills
- Professionalism, with the ability and willingness to work independently
- Organized, with the ability to manage multiple, competing tasks and prioritize time-sensitive assignments
- Ability to brainstorm and research potential contacts and programs
- Track record of exercising good judgment and initiative
- Ability to solve problems with multiple internal and external constituencies
- Outstanding interpersonal skills, including the ability to interact with artists, staff, the public, and volunteers in an effective, professional, confidential and tactful manner
- Proficiency in Microsoft Office applications
- Ability to work some evening and weekend hours
- Some local travel required, e.g. to area colleges and universities

Qualifications – Helpful, but not required

- Knowledge of performing arts, specifically opera
- Knowledge of computer ticketing systems
- Familiarity with CRM; Tessitura preferred
- Special event experience
- Fluency in social media

Salary and Benefits

- The position is full-time exempt. Salary range is \$45,000-\$50,000, based on experience and demonstrated skills.
- Benefits include medical, dental, and vision; paid vacation and holidays.

Pittsburgh Opera is a tax exempt 501(c)(3) organization and is an Equal Opportunity Employer.

To apply

Please respond by [email only to Chris Cox](#). Your application package should include a cover letter and resume.

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