

## Sales Coordinator

*The Royal Manitoba Theatre Centre exists to celebrate the widest spectrum of theatre art. Deeply rooted in the province of Manitoba, which gave it life and provides for its growth, Royal MTC aspires to both reflect and engage the community it serves. Canada's oldest regional theatre, each season Royal MTC produces ten plays at two venues as well as the Winnipeg Fringe Theatre Festival, The Bridge Festival of Ideas, and an annual regional tour. RoyalMTC.ca*

Are you motivated by achieving sales targets, streamlining processes and fostering strong client relationships? If so, we want to hear from you! We are seeking a passionate and detail-oriented **Sales Coordinator** who will be a vital member of the marketing and communications team.

Reporting to the Director of Marketing and Communications, this position is responsible for the business development and sales for corporate groups and events, school groups, publication advertising and related promotional activity. The position works with audience development campaigns by coordinating group bookings/events and supports travel trade opportunities.

### DUTIES AND RESPONSIBILITIES

- Coordinate the overall group sales strategy, packages and outgoing sales initiatives.
- Responsible for sales prospecting to develop incremental sales opportunities.
- Lead all group bookings, contracts and payments with support from the box office.
- Support inside sales - including community ticket programs and related offers/promotions.
- Maintain and update customer account databases, administers group mailings, group booking function and reporting processes.
- Build standard packages, catering options and marketing assets for corporate groups/events.
- Coordinate events, in collaboration with departments.
- Administer the advertising sales and business VIP card programs (i.e renewals, invoices, ad specs, deadlines, etc.).
- In collaboration with the Director of Marketing, professionally represent Royal MTC at related industry functions, meetings and trade shows.

### QUALIFICATIONS

- Demonstrated sales record in a similar or related field; Ideally a minimum of 1-year experience.
- Intermediate computer skills, including Microsoft Office applications.
- Outstanding written and verbal communication skills.
- Superior customer relation skills, including excellent oral, written and interpersonal communication skills.
- Motivation for sales, with energetic and outgoing personality.
- Strong planning and organizational skills.
- Proven analytical skills in analyzing and interpreting data.
- Familiarity with Tessitura an asset.



## **SALARY AND BENEFITS**

The salary range for this position is \$37,000 - \$45,000 depending on qualifications and experience.

Royal MTC offers a comprehensive health benefits package after three months, and a matching retirement program after one year of employment.

**Note:** MTC's work environment is in-person at 174 Market Avenue, and typical hours are 9am-5pm, Monday to Friday, with frequent evening & weekend work, supporting group bookings/events.

## **APPLICATION PROCESS**

Interested candidates are asked to submit a cover letter and resume to human resources at [hr@royalmtc.ca](mailto:hr@royalmtc.ca) by **Thursday, March 6, 2025**. Be advised that resumes will be reviewed as received and this search will remain open until a successful candidate is selected. Only candidates selected to interview will be contacted.

Royal MTC is committed to fostering a safe and respectful workplace, free from any form of hate, discrimination, or harassment, where every individual treats one another with dignity and respect.

As demonstrated by our Equity, Diversity, Inclusion and Anti-Racism Commitment to Action, Royal MTC is on a deliberate and strategic path to creating an inclusive environment for all employees and becoming an anti-racist organization. We desire to attract a workforce that reflects and shares these values. Recognizing the history of underrepresentation of Indigenous, Black, and people of colour (IBPOC) positions in our company, we strongly encourage qualified individuals who self-identify as IBPOC to apply.

We are committed to accommodating applicants with disabilities throughout the hiring process and will work with all applicants requesting accommodation at any stage of our process. If you require additional accommodations, please email [hr@royalmtc.ca](mailto:hr@royalmtc.ca).