

Manager, Ticketing & Sales Operations

Full-Time, Ongoing | Winnipeg, MB

Royal Manitoba Theatre Centre (Royal MTC) exists to hold an open door for the stories and shared humanity of all Manitobans. 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, Royal MTC produces ten plays at two venues, the Winnipeg Fringe Theatre Festival, extensive engagement, outreach and educational activities, and an annual Regional Tour each season. Learn more at www.RoyalMTC.ca.

Royal MTC is seeking a strategic, detail-oriented, and sales-driven **Manager, Ticketing & Sales Operations** to lead the organization's ticketing and box office function. This role is central to converting audience demand into revenue through effective sales practices, disciplined inventory management, and strong use of ticketing systems, while ensuring a consistently high standard of customer service across all patron interactions.

Reporting to the Director of Marketing & Communications, the Manager, Ticketing & Sales Operations leads the day-to-day operations of the Box Office and is accountable for ticket sales performance, subscription program execution, and the leadership of a customer-facing team. The role works closely with Marketing and other departments to align ticketing operations with organizational priorities.

This role works in close partnership with the Ticketing Application Specialist, who maintains primary responsibility for Tessitura system configuration, development, and training. The Manager, Ticketing & Sales Operations focuses on the effective day-to-day operational use of the system and execution within the Box Office.

Duties & Responsibilities

- Be accountable for achieving ticket sales targets through effective inventory management, sales execution and team leadership.
- Monitor daily and weekly revenue performance across productions, identifying trends, risks and opportunities.
- Translate marketing campaigns into clear, actionable sales plans for the Box Office team.
- Develop and maintain a sales and promotions calendar, in conjunction with the marketing team identify opportunities for discounts, offers, and targeted campaigns.
- Support the execution of the annual subscription campaign, including renewals, timelines, and internal coordination.
- Oversee subscription seat management, including holds, changes and release of unrenewed inventory.
- Coordinate subscription mailouts, including list generation, ticket printing, packaging, and distribution.

- Oversee ticket inventory across all performances, including holds, releases, and section management to maximize attendance and revenue and monitor and troubleshoot inventory discrepancies, including hold/sold imbalances.
- Ensure the effective day-to-day use of Tessitura within the Box Office, maintaining high standards for data accuracy and operational consistency.
- Set and uphold a high standard of customer service across all Box Office channels (phone, email, in-person, and online support).
- Ensure patron interactions are professional, responsive, accurate, and solution-oriented.
- Together with the Box Office Supervisor, lead, hire, train, and schedule a team of full-time and part-time Box Office staff.
- Oversee staffing and training for peak periods, including the Winnipeg Fringe Theatre Festival.
- Provide ongoing coaching to support strong sales performance, system accuracy, and customer service standards, in line with CRM standards.
- Other duties as assigned.

Qualifications

We recognize that strong candidates may bring a variety of experiences and backgrounds. If you possess most of the competencies below, we encourage you to apply.

- Minimum 5 years of experience in a performing arts or ticketing environment, with increasing responsibility.
- Demonstrated experience leading or supervising a team.
- Strong working knowledge of ticketing systems; experience with Tessitura is a significant asset.
- Experience supporting or leading subscription-based sales programs is strongly preferred.
- Proven ability to analyze sales data and translate insights into action.
- Strong attention to detail, organization, and time management skills.
- Excellent customer service and communication skills, both verbal and written.
- Proficiency in Microsoft Office and comfort working across multiple systems.
- Ability to work effectively in a fast-paced, detail-oriented environment.
- Experience researching, coordinating, or supporting grant applications and funding proposals is an asset.
- Interest in arts and culture, community engagement, or the non-profit sector is an asset.

Position Details

This full-time, ongoing position reports to the Director of Marketing & Communications and works closely with the Ticketing Application Specialist, the entire Marketing Team as well as with key stakeholders across the organization.

The work environment is in-person at Royal MTC's administrative offices in downtown Winnipeg, Manitoba. Typical work hours are Monday to Friday, 9am to 5pm, with some evening and weekend work required in support of production activities & departmental priorities, including during the Winnipeg Fringe Theatre Festival.

A clear Police Information Check is required upon hire. Applicants must be legally entitled to work in Canada.

Salary & Benefits

Royal MTC offers a collaborative and dynamic working environment, complimentary and discounted tickets, and a comprehensive benefits package including an employer-paid health plan and pension matching program.

The salary range for this position is **\$50,000-60,000** per year (based on a 35-hour week), commensurate with experience and qualifications.

How to Apply

Interested candidates are asked to submit a resume and cover letter to the attention of Jocelyn Unrau, Director of Marketing & Communications, to hr@royalmtc.ca with the subject line "Manager, Ticketing & Sales Operations." Applications will be received until **July 6, 2026**.

Applications will be reviewed as received.

Have you worked with us before?

If you have previously been employed by, contracted with, or volunteered at Royal MTC, please let us know in your application. We love welcoming people back, and this helps our HR team make sure records are accurate and everything is set up properly.

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 to becoming an anti-racist organization. We desire to attract a workforce that reflects and shares these values. Recognizing the historic underrepresentation of Indigenous, Black, and People of Colour (IBPOC) in leadership positions, we will prioritize qualified individuals who self-identify as IBPOC.

Royal MTC is committed to accommodating applicants with disabilities throughout the hiring process and will work with all applicants requesting accommodation at any stage. If you require accommodations or have any questions about this role, please email hr@royalmtc.ca.

We thank all candidates for their interest; however, only candidates selected for further consideration will be contacted.