

Mellon/ACLS
PUBLIC FELLOWS PROGRAM 

Job Title:	Community Engagement & Audience Development Manager
Organization:	Alliance Theatre
Location:	Atlanta, GA
Stipend and Benefits:	\$68,000 annually with health insurance for the fellow, professional development funds, and relocation allowance
Start Date:	August 1 or September 3, 2019

ORGANIZATION DESCRIPTION

Celebrating its 50th anniversary season, the Alliance Theatre is the leading producing theater in the Southeast, reaching more than 165,000 patrons annually. Under the leadership of Susan V. Booth, Jennings Hertz Artistic Director, the Alliance received the Regional Theatre Tony Award® for sustained excellence in programming, education, and community engagement. Known for its high artistic standards and national role in creating significant theatrical works, the Alliance has premiered more than 110 productions, including nine that transferred to Broadway. The Alliance education department reaches 90,000 students annually through performances, classes, camps, and in-school initiatives designed to support teachers and enhance student learning. The Alliance Theatre values community, curiosity, collaboration, and excellence, and is dedicated to representing Atlanta's diverse community with the stories we tell, the artists, staff, and leadership we employ, and audiences we serve. Learn more at www.alliancetheatre.org.

POSITION DESCRIPTION

The Community Engagement & Audience Development Manager is responsible for refining the Alliance Theatre's audience development strategy, overseeing its successful implementation, and leading our efforts to assess the reach and impact of our work. The primary focus of this position will be to grow the Alliance's audience and more deeply engage its community. To do this, the manager will identify areas of opportunity by analyzing both quantitative and qualitative data, develop strategies for improvement, drive organizational change by clearly articulating a case for action, and influence our strategy by interpreting the rationale for and results of these efforts to Alliance executive and board leadership. A secondary focus will be developing an approach to communicating to a wide range of stakeholder groups the ultimate result of our work in terms that are more closely aligned with our mission than the basic reach/audience measures most organizations use as proxies for impact.

The Community Engagement & Audience Development Manager will be part of the Artistic and Marketing teams, and will report jointly to the Director of Marketing and the Producer. The manager also will have the opportunity to share findings and collaborate with leaders at the other organizations that comprise the theater's parent organization, the Woodruff Arts Center.

This fellowship position is available *only* through the Mellon/ACLS Public Fellows program, an initiative administered by the American Council of Learned Societies. You may *not* contact the host institution to inquire about this position.

Key duties and responsibilities:

Audience Development:

- Lead the creation of new audience development strategies and generate creative, strategically-aligned programming to cultivate new audiences and enhance their experiences;
- Work cross-functionally with the marketing, public relations, artistic, development, and education groups to determine how all audience development events or initiatives might intersect and benefit their work;
- Develop strategies for improvement that reflect both industry best practices and a deep understanding of Alliance Theatre audiences and their motivations gained through a combination of qualitative research, quantitative research, and personal interaction; and
- Work in close coordination with members of the Alliance staff to develop and implement actionable strategies to grow our audience and deepen our community impact.

Community Engagement:

- Identify communities to partner with that represent the diversity of Atlanta;
- Make connections and build relationships with community partner organizations and individuals;
- Propose programming ideas to deepen relationships over time.

Impact Analysis:

- Develop a systematic approach to assessing the impact of the Alliance's work not in terms of the number of people reached, but rather how it affects those people and their communities, to better measure and communicate the extent to which we fulfill our public service mission; and
- Inform future organizational strategy by communicating the quantitative and qualitative impacts of our audience development efforts to Alliance Theatre executive and board leadership.

QUALIFICATIONS

- PhD in the humanities or humanistic social sciences;
- Commitment to civic engagement through the arts;
- Understanding of and respect for the Alliance Theatre's commitment to equity, diversity, and inclusion;
- Appreciation for and fluency in talking about theater and artistic work;
- Passion for applying academic theory and research to real-world questions;
- Strong interest and/or experience in quantitative and qualitative research methods, including data analysis and survey creation;
- Strong analytical skills and aptitude for working with technical systems such as databases and analytics platforms;
- Excellent interpersonal and collaboration skills, and the ability to work both independently and as part of a collegial group;
- Proven ability to plan, manage, and implement projects; and
- Cross-cultural competency.

APPLICATIONS

- Information on the Mellon/ACLS Public Fellows Program:
www.acls.org/programs/publicfellows
- All applications must be submitted through the ACLS online application system (ofa.acls.org)
- Application deadline: March 13, 2019, 9 p.m. Eastern Daylight Time

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