**Director of Audience Development**

Reporting to the President

**ROLE:**

The Director of Audience Development, strategizes, develops and implements initiatives to increase audience awareness of Alumnae Theatre Company productions; and to increase our audience and subscriber base as well as to improve the overall audience experience.

Duties:

1. Forms and Chairs the Audience Development Committee
2. Works with the Director of Marketing and individual show Producers to plan and develop initiatives to increase awareness of our productions and to build audiences and subscribers to our flex pass systems.
3. Works with the Director of Training and Development and with Front of House staff to improve the audience experience of our productions.