



THE PRICING INSTITUTE  
PRICING INSIGHT FOR THE ARTS

### Consultant, The Pricing Institute

**Primary responsibility: Provide pricing software support and training, and pricing consulting based on our paradigms.**

**Skills required: Experience with the Tessitura CRM system, industry experience in marketing and/or box office; a high level of numeracy; facility with IT.**

#### Job Description

- Provide training in and support for our software, the Revenue Management Application (RMA)
  - Serve as first point of contact for RMA questions and support
  - Deliver on-site and online RMA information gathering, introduction, and orientation
  - Deliver on-site and online RMA training
  - Prepare 'entry-level' reports in the RMA
  - Undertake annual audits and analysis in the RMA
  - Undertake customized analysis in the RMA as required
  - Undertake coding and grouping of data in the RMA for clients if required
  - Attend conferences, as appropriate, to meet and support RMA users
- Pricing consulting
  - Help create client presentations and prepare charts from the RMA as directed
  - Conduct research for projects. Responsibilities for consulting projects may expand to include developing complete client service projects
  - Recognize and sell additional consulting opportunities
- Marketing and administration
  - Research case studies and website content and provide support for other promotional activity including contributing to the LinkedIn forum
  - Provide logistical and administrative support as required, including keeping the CRM system current

#### Personal Qualifications

- A professional, personable and diplomatic manner
- Strong communication and organizational skills

- Strength in working collaboratively as well as independently, and comfort requesting help
- Enthusiastic, energetic, with a ‘can do’ attitude
- A commitment to excellence and high standards of customer service
- Impeccable attention to detail
- Interest in and ability to recognize and foster business development
- A high degree of flexibility as we are a small company

### **Logistics and Compensation**

- Reporting: Position reports to Steven Roth, President
- Travel: Extensive domestic travel, so being based near an airport hub is beneficial. The Pricing Institute U.S. headquarters is in Boston, but consultant’s home base is flexible. Some initial training will take place in the U.K.
- Salary and benefits are commensurate with skill set and experience.
- Start date: By June 2012, although flexibility is possible for the ideal candidate.

### **Apply**

- Application should include:
  - Cover letter (maximum 2 pages) which explains how your competencies and experience fit the job and the company’s needs. Please include details of your current salary and benefits.
  - Resume.
- Email cover letter and resume to Steven Roth: [steven@thepricinginstitute.com](mailto:steven@thepricinginstitute.com).
- Deadline for applications is March 15, 5pm EDT

### **About The Pricing Institute**

The Pricing Institute is a leading US consultancy that helps cultural organizations to develop comprehensive pricing strategies. By providing high quality, timely support and service and Revenue Management Application (RMA) software, The Pricing Institute helps theaters, orchestras, opera companies, dance companies, performing arts centers and art museums across North America to maximize earned income.

The Pricing Institute is a joint venture among: Steven Roth, a Boston-based independent marketing consultant with experience in both commercial entertainment and non-profit arts marketing; Baker Richards ([www.baker-richards.com](http://www.baker-richards.com)), one of Europe's leading consultancies providing data analysis, marketing and pricing counsel to the arts; and WolfBrown, a leading U.S. arts management consulting firm. The Pricing Institute also works closely with our technology partner Jacobson Consulting Applications.

The Pricing Institute has 50 clients in North America. Current and recent clients include the Adrienne Arsht Center (FL), Brooklyn Academy of Music (NY), Center Theatre Group (CA), Cincinnati Symphony (OH), Goodman Theatre (IL), Huntington Theatre Company (MA), Metropolitan Opera (NY), National Ballet of Canada, Santa Fe Opera (NM), Segerstrom Center (CA), SFMOMA (CA), Stratford Shakespeare Festival (Canada), Woolly Mammoth Theatre Company (DC) and Yale Rep (CT).