

JOB DESCRIPTION & PERSON SPECIFICATION

Job Title:	Deputy Ticketing & Sales Manager
Department:	Box Office, within Marketing and Communications
Reporting to:	Head of Marketing & Communications
Responsible for:	Deputy Ticket & Sales Manager, x5 Box Office Assistants

Position Summary

As part of a wider communication team, the Deputy Ticketing & Sales Manager will support the Ticketing & Sales Manager in the day to day running of the Box Office and helping to deliver ticketing strategies that drive income, audience development and wider sales initiatives, including the Membership scheme and secondary spend.

The Deputy Ticketing & Sales Manager will oversee x5 Ticketing & Sales Assistants, ensuring the team deliver the highest standard of customer service, whilst also driving revenue and customer loyalty and maintaining a clean and up to date database in line with GDPR.

JOB DESCRIPTION KEY ROLE RESPONSIBILITIES

MAIN DUTIES

- Responsible for the day to day management of the Box Office.
- Oversee the relationship with Spektrix and the continual development of the CRM System.
- Ensure that all Box Office employees are well informed about all products and the expected sales schedules and targets.
- Supporting the Ticketing & Sales Manager on delivering pricing strategies and initiatives, including offers and digital ticketing opportunities.
- Managing current and cultivating new relationships with third party ticket agents.
- Following instruction from Ticketing & Sales Manager, implement dynamic pricing based on sales patterns.
- Working with the Ticketing & Sales Manager on the set-up of shows and events.
- Supporting the Ticketing & Sales Manager and Head of Marketing and Communications on the development of and implementation of digital ticketing.
- Aid the Ticketing & Sales Manager in developing our Customer Access Policy, implementing new tools and integrations where appropriate, for example Nimbus Access Card.
- Deputising for the Ticketing & Sales Manager when required.
- Become a proficient user and champion for our ticketing system Spektrix.
- Responsible ensuring BOH provides a seamless Box Office service. This includes training and upskilling team members to ensure appropriate knowledge and abilities, and ensuring all team members are proactively selling all shows, memberships, donations, packages and ancillary items for BOH and any third-party clients.
- Ensure all team members are well presented, welcoming, friendly and are pro-actively introducing additional services and identifying sales opportunities.
- Proactively manage the ticketing inventory by regularly checking on sales for individual performances.
- Building and maintaining excellent relationships with producers, casts and agents and with staff across the entire organisation.

- Set up and manage procedures and systems to ensure department processes are documented and conducted in an efficient, secure and accurate manner.
- Champion access for all with particular reference to supporting BSL, captioned, relaxed and performances.
- Support the Learning & Engagement team with all ticketed events and activities to promote school group bookings, workshops, free activities and events.
- Support the Front of House team with event information and cinema information.
- Support the Fundraising department by promoting Buxton Opera House as charity and increasing individual giving and membership sales.
- Ensure that all sales are reconciled correctly and that all staff adhere to BOH finance and data entry procedures. Be accountable for the effective management of cash handling.
- Produce, as necessary, any sales and performance reports for all productions at BOH. In addition, liaise with all incoming companies, artists, creatives and external groups regarding ticket sales.
- Identify opportunities which increase customer loyalty, maximise sales and income.
- Comply with and uphold the principles of relevant legislation and company policies and procedures.
- Uphold the principles of, and adhere to, company policy and procedures relating to General Data Protection Regulations and to ensure that all data is dealt with in accordance with current legislation.
- Be an ambassador and advocate for BOH and promote the company's values and behaviours.
- Undertake any additional tasks as may reasonably be required from time to time.

The postholder will be required to work across the business including, but not limited to: Buxton Opera House, Pavilion Arts Centre and the Trust's offices at No5 The Square. It is a requirement of Buxton Opera House that all staff work in a flexible manner compatible with their jobs and in line with the objectives of the company. The Ticketing & Sales Manager may be required to work weekends and evenings from time-to-time for which time off can be taken in lieu. Please note the job description for this position may be reviewed and amended to incorporate future business needs.

PERSON SPECIFICATION

Essential:

Experience

- Demonstrable experience of working in a similar role in an arts or ticketing organisation.
- Experience using Spektrix or another similar ticketing platform to analyse and interpret data.
- A proven track record of managing, training, and motivating staff in a sales environment.
- Experience of working in a customer facing environment, with a customer centric approach, whilst delivering exceptional results.
- Pro-active and self-motivated with the ability to prioritise and work effectively across multiple tasks
- A professional and courteous attitude, with the ability to communicate effectively with a wide range of people and stakeholders, with tact and discretion
- Meticulous attention to accuracy and detail
- Experience of reconciliation and banking procedures.
- Experience of sales and financial reporting.
- Experience of working to and exceeding sales targets.

Skills and Knowledge

- Strong planning and organisational skills
- Strong communication skills both written and verbal
- Computer literacy (specifically MS office and website CMS systems)
- Highly numerate and analytical in regard to sales, audience data and financial reporting.
- Ability and confidence in managing relationships with creative teams, treating differing views with discretion and diplomacy
- Experience of working in the arts, heritage or cultural/creative industries

- Ability to analyse trends and interpret data
- Understanding of the Disability Discrimination Act
- Working knowledge of Data Protection/GDPR
- Awareness of Health & Safety
- Working knowledge of telephone systems
- Knowledge of the High Peak area and/or challenges of working in rural community settings.
- Ability to work independently and as part of a team

Education, Training and Qualifications

- Educated to A level standard or equivalent

Personal Attributes

- An interest in performing arts/theatre
- Commitment to achieving high standards in all areas of work
- Ability to motivate and manage teams
- Skilled managing a demanding workload, prioritising, and delegating effectively
- Excellent planning and communication skills
- Flexible approach to working, including the ability to work unsociable hours in the evening and at weekends.
- Ability to work on multiple projects with conflicting deadlines.
- Good team player.
- A talent for building rapport with customers, colleagues, and stakeholders alike.

Desirable:

Experience

- Experience in line-management.

Skills and Knowledge

- Knowledge and experience in the use of Spektrix and Audience profiling.

Education, Training and Qualifications

- Educated to degree level or equivalent.
- Qualifications in First Aid
- Qualifications/Training in Customer Service

SUMMARY OF TERMS

Contract	Full time, permanent (37.5 hours per week)
Salary	£26,000 per annum
Probation period	6 months
Pension	Auto enrolment
Holidays	25 days plus 8 days bank holiday per annum
