



The Kings Theatre Trust Ltd

Job Description

Job Title: Box Office Manager	Reporting to: Head of Sales and Marketing
Name of Incumbent:	Signed by Employee:
	Date signed:

Purpose

The Box Office Manager has responsibility for managing the Box Office team and all aspects of ticket sales within the venue. This includes staffing, administration of the ticketing/online/telephone systems, Group Sales, customer relations, analysis of sales data, forecasting and ensuring all financial systems are working correctly and efficiently.

The Box Office Manager contributes to the success of the venue and the achievement of business and service targets through the supervision and delivery of the highest possible service standards.

The ideal candidate will be an experienced and capable team leader (who is also a team player), who motivates staff by their actions to achieve the best results within a busy environment. We expect the highest levels of customer service and for the Box Office Manager to lead by example. They will be adept at dealing with multiple stakeholders internally and externally and be able to balance priorities both for themselves and their team, equally confident in front-line customer service as they are in administration and dealing with finance.

Box Office is part of the Sales and Marketing function of the venue which is part of the wider Creative Team. This role liaises daily with all departments within the building so the Box Office Manager must understand the importance of working in partnership with their colleagues.

The Box Office Manager reports to the Head of Sales and Marketing. The Box Office Manager is responsible for the Assistant Box Office Manager, full time and casual box office staff.

Main Responsibilities

STAFF MANAGEMENT

- Lead on the recruitment, management & appraisal of the Box Office staff in liaison with the Head of Sales and Marketing. This will include creation and monitoring of regular staff KPI's to be reported through to the Head of Sales and Marketing.
- To drive and lead by example in the up-selling of all products and maximise sales, exceeding ticketing and financial targets as agreed with the Head of Sales and Marketing
- To provide ongoing training on the use of the ticketing system and to devise, distribute and maintain system documentation to relevant colleagues in order to support business processes, policies and procedures.
- Ensure all staff are compliant with PCI DSS (Payment Card Industry Security Requirements) & Data Protection requirements
- To have an overview of the monthly rota for Box Office operations (the rota is managed on a day to day basis by the Assistant Box Office Manager) to ensure sufficient provision at all times within the budgets given
- Ensure the weekly/monthly payroll is submitted & any agreed contras & budgets
- Conduct bespoke and individual staff briefings & de-briefs with the Box Office team regarding any new production or ticketing agreement, ensuring they are provided with accurate & sufficient information & any areas for further investigation or discussion.
- Conduct monthly team meetings in collaboration with the Head of Sales and Marketing
- To report on staff briefing and meetings to Head of Marketing and Sales keeping clear and concise records
- Provide cross-departmental support on all ticketing related issues

SHOW MANAGEMENT

- Ensure there are clear & effective operational procedures in place for managing show set-up and on-sales. To ensure all necessary staff are trained in how to set-up and manage shows.
- To ensure there are efficient checking systems in place to minimise errors in set-up and on-sales
- To ensure clear training documentation is written and in place for all major Box Office activities including: show set-up and maintenance, setting up of offers; agency sales via allocation and API, cancellation procedure, clear customer relations FAQ's to cover standard customer queries, clear refund and exchange policies, opening and closing procedure including cashing up, telephone bookings and telecoms systems, access bookings, cobo's and any other task as required by the Head of Sales and Marketing or the wider Senior Management Team.

- To manage all administrative ticketing processes to ensure events are put on sale in a timely manner, and with accuracy, including liaison with producers, event promoters, hirers and external agencies
- Provide support to the Box Office team in setting up shows, events and upsells
- Ensure any ticketing issues that are documented in the FOH report are reviewed, resolved & communicated to the Head of Sales and Marketing and the wider Senior Management team as needed
- Designate daily/performance specific roles & responsibilities to the Box Office team ensuring all duties are completed successfully & consistently
- Liaise with the FOH Manager re communication requirements between FOH & Ticketing for live events & shows ensuring the BO team is following the system of working & working collaboratively.
- Assist the Venue/FOH team by enforcing and upholding all relevant policies and procedures.
- Ensure all cashing up systems and processes are in place and reviewed at regular intervals.
- Ensure Box Office cash sales records are reviewed on a shift basis resolving any sales related issues.
- Ensure any cash sales issues are reported to the Finance Manager asap to be resolved
- To support the Assistant Box Office Manager with their management of the Group Booking function within the organisation.

ADMINISTRATION & FINANCE

- To maintain a clean, accurate and complete customer database ensuring a high rate of data capture to provide intelligent insight.
- To ensure that all staff are capturing necessary customer data needed for Box Office, CRM and marketing departments
- Ensure that all customer sales access points offer a consistent & sales-focused experience by regular monitoring of theatre representation on all channels. This will include regular checking of customer sales journey on theatre website, agents website, social media, on site box office & pop up booths. Any queries to be reported to the relevant department in a timely fashion.
- Ensure the efficient management of tech holds, house seats, comps & company tickets in liaison with the Head of Sales and Marketing and the Creative Director and report on these channels as needed.
- Ensuring that any Venue, Corporate Comps or discounts have been agreed and authorised by a member of the Senior Management Team before setting up
- To produce all work to a high standard of accuracy
- To produce & distribute detailed sales reports as needed in liaison with the Head of Sales and Marketing to internal and external partners. These to include sales via individual channel, by price band, by transaction date, by booking date and any other reports as available via the box office system.
- Complete accurate weekly cash reconciliation & banking procedures and report these through to the Finance Manager
- Attend the weekly Theatre Management meetings and report on detailed Box Office sales figures and trends for the previous week

- Maintain an overview of all ticketing related IT and hardware, reporting any problems to the venue & ticketing management
- With the Finance Manager ensure invoices for BACS payments are checked, accurately logged and sent in a timely manner. Any invoices to be raised only in liaison with the finance department.
- Work with the Head of Sales and Marketing to ensure any inventory sold via agency and third party sales is efficiently managed on a daily basis
- To work with the Head of Sales and Marketing and the wider marketing team to create forecasting tools to enable the Box Office Manager to report on shows success against targets.

THIRD PARTY RELATIONSHIPS

- With the Head of Sales and Marketing proactively develop & maintain positive relationships with 2nd and 3rd party sales channels (such as ticket agents) .
- Take responsibility for and monitor daily agent sales and ensure accurate reconciliation.
- To report on agency sales and performance daily/weekly/monthly as needed to internal and external stakeholders
- Liaison with the Head of Sales and Marketing & press colleagues re press events, VIPs & one off events & parties

CUSTOMERS, ACCESS & EDUCATION

- Maintain high standards of Box Office customer service delivery at all times & contribute to the ongoing auditing of the 'audience experience'
- With the Head of Sales and Marketing create a series of Customer Relations policies and guidelines to allow staff to manage situations as they arise
- Liaison with the venue management team re accessible performances.
- Ensure all customer feedback is audited centrally within the venue management team (including feedback via 3rd party agents) and reported through to the Head of Sales and Marketing and the wider Senior Management team as needed.

HEALTH & SAFETY

- Completion of Box Office staff Risk Assessments
- Attend any H&S meeting
- Contribute to a positive H&S culture throughout all activities & duties.
- Ensure all duties are conducted in accordance with H&S policies & systems of working, reporting any breaches to venue management.

GENERAL

- Undertaking other duties as reasonably required

PERSON SPECIFICATION

REQUIRED:

- Experience of managing a customer service team or Box office in an arts, leisure, hospitality, sports or events environment.
- A team player
- Understanding of GDPR Compliance good practice
- Experience of ticketing systems and their functionality (our Box office system is Spektrix and training will be given in this system)
- An understanding of sales reporting for internal and external contacts
- An understanding of forecasting, analysis and pricing and how this contributes to maximising ticketing income
- A strong customer service focus and desire to deliver an excellent experience, every time.
- A presentable, professional and approachable manner which sets an example for others to follow.
- Experience & knowledge of delivering accessible services
- An organised, flexible approach to day to day responsibilities and problem solving
- Collaborative & communicative in all activity
- A confident, friendly and professional manner.
- Demonstrable ability to prioritise effectively and remain calm under pressure.
- Exemplary communication skills
- Previous supervisory and management experience.
- Previous experience within a theatre or arts venue.

DESIRABLE:

- Interest in theatre & the arts