

Job Title:	Box Office Manager
Responsible to:	Marketing Manager
Responsible for:	Box Office team
Rate of pay:	£20,000 37.5 hours per week (including evenings and weekends)
Effective date of job description:	Aug 2015

Purpose of the Job:
To effectively manage the Box Office operation, maximising revenue from the sale of tickets and ensuring the highest standards of customer care is maintained. Provide excellent customer service to all theatre patrons, the visiting company and external ticket agencies; and ensure that all revenue generating opportunities are maximised. To motivate and lead the box office team by example on a daily basis by maintaining the highest standard of presentation; demonstrating a positive attitude; dealing promptly and professionally with all ticketing requests and providing excellent customer service to all patrons of the theatre.

Key Responsibilities:
Duties and Responsibilities:
<p>1. Financial Management</p> <ul style="list-style-type: none"> a. Prepare and manage an annual budget for the box office, in consultation with the Marketing Manager and Commercial Director. b. To extract and analyse weekly/daily reports for finance, programming and marketing departments and visiting companies. c. To extract information for annual key performance indicators, evaluation reports and board meetings as required. d. Along with the Marketing Manager, control the Box Office budgets including ticket sales. e. To complete the relevant accountancy procedures on a daily basis, accurately recording the daily Box Office takings, dealing with discrepancies as required (e.g. bounced cheques, declined cards etc). f. To be responsible for completing relevant documentation in relation to the Box Office operation. g. To be responsible for the security of the Box Office and any monies taken, and ensure that the Box Office takings accurately balance at the end of the shift. <p>2. General</p> <ul style="list-style-type: none"> a. To act as the Box Office system manager (currently SAVOY SYSTEMS) including the configuration of events, cleaning and maintaining the database, installing updates, designing new reports, creating new facilities, fixing technical problems and liaising with the system provider and other suppliers. b. To liaise with the New Theatre Royal management and directors, ticket agents and visiting companies. c. To ensure that the SAVOY system is updated to allow for tickets to be purchased. d. To load new events on to the box office system prior to each season. To set up offers and promotions as required. e. To maintain information files relating to productions on the SAVOY system. f. To ensure the Box Office is kept tidy and clean, ensuring that leaflets are available to customers; to be responsible for setting up front of house boards. g. To deal with any special or exceptional circumstances arising from the day-to-day management of the Box Office h. To act as data controller and ensure that all members of the Box Office team are aware of issues around data protection and apply these when taking bookings.

- i. To maintain stock levels of tickets, stationery and publicity material, ensuring stocks are ordered in line with business needs.
- j. To direct box office staff to ensure that data is cleaned regularly to avoid duplicate accounts and ensure accurate customer records.
- k. To ensure that the Box Office provides a high level of customer care at all times. To work closely with the Operations Manager and Marketing Manager to develop a customer care policy ensuring the highest standard of service across the organisation.

3. Sales and promotion

- a. To sell tickets to customers in person, by post, on-line and by telephone and cover the Box Office Assistants for meal breaks, sickness and annual leave, and in accordance with the rota.
- b. Provide an efficient and productive booking system for the public, including counter, phone and online sales.
- c. To lead the Box Office team to achieve sales targets as set by the commercial Director, Marketing Manager and the budget. Monitor ticket sales and communicate any concerns to the Marketing Manager.
- d. Liaise with promoters and hirers to ensure income is maximised and targets achieved.
- e. Liaise with Marketing Manager regarding opportunities and potential income generation.
- f. To keep up to date with industry ticketing and marketing practices and with system developments to ensure best value effectiveness and disseminate this knowledge amongst colleagues.
- g. To ensure all customers are asked how they found out about an event at the time of booking and evaluate the responses to inform and improve future marketing campaigns.
- h. To identify opportunities to sell tickets through other mediums to increase income, such as external agencies, mobile box offices.

4. Marketing

- a. To work with the Marketing Manager provide meaningful insight into audience characteristics so as to maximise revenue.
- b. To implement a customer relationship management programme in association with the Marketing Manager to increase customer retention, loyalty and frequency/volume of tickets purchased. Interrogate box office information to identify key customer segments, trends and purchasing patterns, and provide recommendations of ways this can be interpreted to inform marketing activity and tailor communication to customer needs.
- c. To increase the number of Friends of The Theatre, using the box office system to identify key customers to target, and reduce the number of lapsed Friends.
- d. To provide monthly reports on Friends subscription levels, and use these to inform strategy.
- e. To work closely with the marketing team to design and deliver a strategy to increase group sales and attract new groups to New Theatre Royal.
- f. To undertake ongoing audience and market research.
- g. To prepare data for direct mail campaigns in line with the direct mail schedule and evaluate the effectiveness through direct mail analysis.
- h. To take part in marketing meetings as required.

5. Staff management

- a. Ensure the box office team are motivated to maximise sales and provide high standards of customer care.
- b. Ensure box office is staffed appropriately.
- c. Provide training for box office staff, both at the induction stage and on an ongoing basis, to ensure standards are maintained and as required.
- d. To be responsible for the recruitment and selection of employees in line with the venue requirements and company policy
- e. Management of employee rotas/attendance records, in line with company policy, for all Box Office employees.
- f. To continuously monitor staffing levels and the rota in line with peak and off-peak booking times to ensure that telephone and in person queues are kept to a minimum.
- g. To train key personnel in all aspects of the box office system so that they are able to deputise as necessary.
- h. To organise and lead regular Box Office meetings providing clear communication and transfer of information to the team.

6. Customer Care

- a. Maintaining the box office as a friendly and welcoming environment for visitors to the venue.
- b. Ensure all box office information such as concessions policies and opening hours are accurately and appropriately publicised via the website and recorded phone announcements.
- c. Dealing with customer comments and complaints in an appropriate manner.

7. Health and Safety

- a. To ensure that all safety procedures are known and awareness of what to do in an emergency.
- b. Ensure the all the Company's policies, including Health & Safety and service standards are adhered to by all Box Office employees in all areas and recommend appropriate actions where necessary

8. Adhoc

- a. Any other reasonable duties as required by the venue management.

PERSON SPECIFICATION E – Essential D – Desirable

	Specific Knowledge / Experience / Skills needed	Rating
	Good working knowledge of computerised ticketing system.	E
	Previous experience of working in a ticketing office or venue box office environment.	E
	Strong sales and audience development focus.	E
	Excellent communication skills and a good telephone manner.	E
	Excellent interpersonal skills to build close working relationships with colleagues and external agencies and suppliers.	E
	Good organisational skills.	E
	Experience of managing a small team.	E
	Enthusiasm for staff development and performance development.	E
	Attention to detail.	E
	Box office financial reporting and cash handling.	E
	Excellent tact and skill in dealing with the public.	E
	Outstanding customer service.	E
	Excellent computer literacy and a good working knowledge of Microsoft office systems, including word and excel.	E
	Willingness to work flexible and unsociable hours.	E
	Knowledge of Savoy Ticketing System.	D
	Commercial awareness.	D