

Job Description

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| Job Title: | Box Office Sales Advisor |
| Hours: | Zero hour contract |
| Reports To: | Box Office Coordinator / Marketing & Sales Manager |

Main Purpose

Theatre Royal Windsor is looking for a motivated and enthusiastic Sales Advisor to work as part of the box office team to help support the efficient and smooth running of the box office. The role will be focused on ticket sales and customer enquiry services, both in person, online and via telephone. The Box Office Sales Advisor will support the box office manager with robust use of the box office customer database and insights to promote audience development, maximizing sales and building the brand of Theatre Royal Windsor. The key elements of the role include:

- Helping the smooth process of daily operation of the box office department, keeping consistently up to date with information and being fully briefed on every performance and activity within the building.
- To ensure the highest customer service standards are maintained at all times, providing a warm and welcoming environment to all customers and visitors.
- To promote the selling (and upselling) of tickets and ancillary sales to customers, whether in person, online or by telephone.
- To undertake the relevant cash handling procedure.

General Information

Theatre Royal Windsor is an exciting and thriving regional theatre and is proud to be the only unsubsidized producing theatre to operate all year round in Britain. The theatre hosts a busy programme of shows and events focusing on drama and musicals, supported with live music comedy and dance. The auditorium seats 633 and the building is grade 2 listed.

Theatre Royal Windsor is operated as part of Bill Kenwright Ltd - one of the largest commercial theatre producers in the UK. The theatre produces and opens a large number of Bill Kenwright touring productions, in addition to its own in-house productions and the annual pantomime.

Theatre Royal Windsor is keen to ensure that we actively engage with all residents and visitors to the area and is developing a new outreach and education programme and a more diverse range of events and activities at the theatre.

The business plan aims to position the theatre as a key cultural hub that aims to meet its vision statement:

“To provide a first-class regional theatre that is recognised nationally, that produces and presents a core programme of drama and theatre for all residents and visitors to the Windsor area. Acting as a key cultural hub, encouraging participation and engagement with performing arts and supporting the development of staff, artists and audiences.”



Responsibilities Include:

1. To ensure the box office is kept tidy and clean, ensuring that information is correct and that leaflets and brochures are available to customers.
2. To sell tickets to customers in person, online and by telephone, this includes telesales.
3. To deliver the highest level of customer service to all Theatre Royal Windsor customers.
4. To be responsible and account for all cash, cheque or credit card transactions handled and to reconcile own takings.
5. To carry out and assist in the opening/closing down procedures of the box office.
6. To be proactive in selling, up selling, and meeting targets that have been set by Supervisors.
7. To undertake any administration duties as required, for example maintaining a clear database with our customer details, assisting the marketing department with customer lists and segmentation.
8. To undergo relevant training and development as required by the Box Office Manager. Understanding the right protocols with the fire and evacuation policies.
9. Assist the Supervisors to create a culture of pride in the workplace by ensuring clean and well-presented public and office spaces within the building at all times.
10. You will be required to work weekdays, evenings and weekends.

PERSON SPECIFICATION

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|------------------------|----------------------|-----------------------|-------------------|
| Position Title: | Sales Advisor | Date Prepared: | 26/04/2019 |
| Department: | Box Office | | |

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| AF= Application Form | I = Interview | T= Test |
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| | REQUIREMENTS | Essential | Desirable | Assessed |
|-----------|--|------------------|------------------|-----------------|
| 1. | EXPERIENCE AND KNOWLEDGE | | | |
| 1.1 | Demonstrable experience of working as a box office sales advisor or in a customer facing role | | ✓ | AF/ I |
| 1.2 | Excellent communication skills and a good telephone manner | ✓ | | AF/ I |
| 1.3 | Up-to-date knowledge of data protection requirements | | ✓ | AF/ I |
| 1.4 | Excellent tact and skill in dealing with the public with experience of handling complaints and enquiries | | ✓ | AF/ T/I |
| 1.5 | Experience of general administration duties in an office environment | | ✓ | AF/ T/I |
| 1.6 | Willingness to work evenings, weekends and public holidays as required | ✓ | | AF/ T/I |
| 1.7 | The ability to multi task in a busy environment | ✓ | | AF/ T/I |
| 2. | COMPETENCIES | | | |
| | WORKING WITH PEOPLE | | | |
| 2.1 | a. Demonstrates an interest in and understanding of others b. Adapts to the team and builds team spirit c. Listens and communicates proactively d. Supports and cares for others e. Develops and openly communicates self-insight such as an awareness of own strengths and weaknesses | ✓ | | AF/ T/I |
| | RELATING AND NETWORKING | | | |
| 2.2 | a. Establishes good relationships with customers and staff b. Relates well to people at all levels c. Manages conflict d. Uses humour appropriately to enhance relationships with others | ✓ | | AF/ T/I |
| | DELIVERING RESULTS AND MEETING CUSTOMER EXPECTATIONS | | | |
| 2.3 | a. Focuses on customer needs and satisfaction b. Meets high standards for quality and quantity c. Maintains quality and productivity d. Works in a systematic, methodical and orderly way e. Consistently achieves project goals | ✓ | | AF/ T/I |
| | ADAPTING AND RESPONDING TO CHANGE | | | |
| 2.4 | a. Adapts to changing circumstances b. Accepts new ideas and change initiatives c. Adapts interpersonal style to suit different people or situations d. Shows respect and sensitivity towards cultural and religious differences e. Deals with ambiguity, making positive use of the opportunities it presents | ✓ | | AF/ T/I |

| | REQUIREMENTS | Essential | Desirable | Assessed |
|-----|--|-----------|-----------|----------|
| 3 | EDUCATION AND TRAINING | | | |
| 3.1 | A minimum of 3 GCSE grade A*-C passes, including in English and Mathematics | ✓ | | AF |
| 3.2 | A degree level (or equivalent) qualification in English, Drama, Performing Arts, Media studies or marketing / public relations | | ✓ | AF |
| 3.3 | Experience of using Spektrix or similar Box Office Systems | | ✓ | AF |
| 3.4 | Experience with training in customer service | | ✓ | AF |
| 3.5 | First Aid at Work qualification | | ✓ | AF |