



## **Box Office & Marketing Supervisor Job Description**

### **Job Objectives:**

The Box Office & Marketing Supervisor will work closely with the Theatre Manager to help lead the day to day operation of the Theatres. The Box Office & Marketing Supervisor will lead the Box Office team, overseeing productivity and motivation and creating monthly staff rotas. They will ensure the smooth operation of the Box Offices and act as cover during opening hours as necessary. They will deliver a friendly and efficient service to customers, members and external hiring companies to create a warm and welcoming atmosphere with the key aim of retaining existing business and attracting new customers.

This role will include marketing Crescent productions, membership, venue hire and the theatre's themselves.

Each Crescent production (of which there are c. 14 each year) is different and so the marketing strategy for each production also needs to be different; they will work with the Marketing Manager, Theatre Manager and Chairman to plan a strategy to find and reach potential audiences on a production-by-production basis. They will also be responsible for maintaining and growing the Theatre's brand across a range of social media via organic and paid social activity as well as through any other media or activity that will promote the Theatres.

The role requires someone with strong leadership and entrepreneurial skills. There will need to be a careful balancing of Crescent Theatre business enterprises and Crescent Theatre Company requirements to ensure harmonious and profitable outcomes for all.

### **Key responsibilities**

#### **1. Administration**

- Operate as a Building Manager when the senior employee in the buildings, being aware of who is entering and leaving the premises where practicable.
- Devising and maintaining office systems to encourage optimum productivity with administration processes.
- Populate the rota with shift requirements along with the Theatre Manager ensuring all shifts are covered. The post holder will be expected to work on Box Offices as part of their hours and help to cover any holidays or shortfalls in the rota.

#### **2. Box Office**

- Manage and oversee all areas of the Box Office operation at the Theatres to ensure a smooth running department with customer service at its core.
- To be the line Manager to the Box Office staff including holding regular one to one meetings with all team members. Training and supervising staff and delegating work as required.
- Box Office Software: Action all administration required in house, Action new releases, to update box office team and management of any changes/updates

made. Adding all new productions to the system, in addition to ensuring all records and reporting is kept up to date and cleared down at regular intervals.

- Oversee the administration of Membership subscriptions (new and existing)
- General admin duties: filing, keeping school bookings/Tour invoices up-to-date and to chase outstanding payments, delegate the task to the rest of the team.
- Ensure all Box Office equipment is operational and well maintained.

### **3. Venue Hire Operations**

- Liaise with venue hire clients, and deal with queries concerning contractual, box office and marketing.
- You will act as the main point of contact for all visiting companies wishing to obtain agency tickets to sell amongst their own company.
- Assist the Theatre Manager in producing all necessary paperwork in relation to the hire booking process and provide to Finance Administrator for production of final invoices

### **4. Marketing**

- Work to devise a marketing strategy for relevant objectives i.e., finding audiences for Crescent productions.
- Locate target markets for each production and then implement those actions.
- Use all available media and techniques as appropriate - from writing, issuing and following up press releases to wide-ranging digital activity and PR events.
- To develop or initiate and maintain relationships with representatives of organisations who are responsible for block bookings, e.g. schools, colleges, universities, clubs and companies.
- To liaise with the Crescent's retained graphic designer as needed to produce artwork to meet specific strategies.
- To ensure coordination with and best marketing use of the Crescent's website
- Assist the Theatre Manager and monitor all spending, ensuring that value for money is achieved in all transactions
- To undertake duties associated with marketing campaigns e.g. targeted mail-outs, customer calls to generate sales, social media etc.
- Ensure all marketing materials displayed around the theatres are kept up to date for both the inhouse and visiting companies including internal and external posters, display boards, digital displays and leaflet racks.
- Ensure the box office team keeps all social media up to date daily.
- Collate all information for creation of the regular what's on guide.
- Work to improve the marketing of inhouse productions, the hire operation, the membership and visiting company productions.

### **5. Health and Safety**

- To undertake the duties of Building Manager at times when you are the senior employee in the buildings. This will involve being a key-holder, having knowledge of evacuation and health and safety procedures, undertake fire awareness training. Being aware of who is entering and leaving the premises where practicable.

### **6. Human Resources**

- Be a motivational supervisor to all hirers, members, workers and employees.

- Carry out the necessary induction paperwork for any new staff, and ensure you follow the company HR procedures.
- Assist with recruitment and staff training sessions where appropriate.
- Where appropriate, ensuring that staff timesheets are completed for the Finance Administrator/Theatre Manager to be signed off in good time for the processing of wages.
- Management of allocated hours in the best interest of business needs as directed by Theatre Manager

## **7. Other Duties**

- To undertake any duties that may reasonably be requested by the Theatre Manager and Theatre Chairman / Board of Management.
- To assist with the maintenance of theatre databases for marketing, in house applications, etc.
- Assist the Theatre Manager in monitoring all spending, ensuring that value for money is achieved in all transactions.

## **Person Specification**

- Reliable and punctual with a high standard of personal presentation
- Works accurately with attention to detail in a high volume sales environment
- Experience in customer focused role and proven commitment to customer service
- Works efficiently and effectively under pressure whilst maintaining a friendly and helpful manner.
- Excellent communication skills including good telephone manner
- Proven ability to work as part of a team and independently utilising own initiative
- Experience of cash handling
- Strong IT skills; able to adopt unfamiliar software and technology
- Experience of box office ticketing systems is essential, use of Spektrix an advantage
- Able to determine the neatness, accuracy and thoroughness of the work assigned
- Can demonstrate a creative and imaginative approach to problem solving
- Level 3 or greater qualification in Marketing is essential
- Previous experience of leading a team is an advantage
- Adaptable and flexible regarding working hours

**This job description is to be used in conjunction with the Staff handbook.**

**REPORTS TO: Theatre Manager**

**HOURS: 35 hours per week (salaried)**

**Proposed Rate: £24,206 per annum (£13.30 per hour)**