

# St George's Bristol

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## The Venue

St George's Bristol is one of Britain's leading concert halls and recording studios, situated on Great George Street, off Park Street in the West End of Bristol.

Famous for its exceptionally fine acoustic and unique atmosphere, St George's Bristol prides itself on attracting an ever growing number of the world's leading musicians to Bristol - from Alfred Brendel, Sir Simon Rattle and John Williams to Elvis Costello and Björk. A full and vibrant programme, with over 200 events each year, makes it an incredibly popular and important venue for all kinds of music (classical, jazz, blues, folk, world music, spoken word and book talks, and family and children's concerts). St George's was the lead organisation for the recent three-year 'Migrations' world music and culture festival (2009 – 2011), described by Venue Magazine as 'one of the most ambitious, important and entertaining cultural programmes Bristol has ever produced.'

In addition to hosting the best live music from around the world, its Education Programme and Outreach Projects bring thousands of children to the venue to participate in workshops, to stage their own performances and to watch artists rehearse and perform, and takes musicians into schools and the community for workshops and interactive concerts.

A magnificent listed building built in 1821 as a grand church within its own gardens, St George's also presents a unique venue for both corporate and private events – wedding receptions, professional recordings, product launches, parties, awards ceremonies, book talks and performances – and as a registered charity, all the income generated goes directly towards supporting St George's innovative artistic and education programmes.

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## The Box Office

The position of Box Office Manager is full time and is supported by part-time Box Office Supervisors and Assistants.

St George's Bristol is committed to excellent customer care. The Box Office plays a central role in this as it is the first direct contact a customer will have with the organisation and therefore represents to many customers the 'human face' or 'voice' of St George's Bristol. It is essential that the Box Office staff have first rate communication and customer care skills in order to be able to put the customer at ease and be able to instil them with confidence in the organisation.

The Box Office is also in a unique position to glean important information about the customer and the more the organisation knows about its customers the better it is able to satisfy them.

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## Box Office Ticketing System

St George's Box Office currently operates the Databox ticketing system from Tickets.com, but is actively looking to replace this with a newer system.

# Box Office Manager Job Description and Person Specification

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**Post Title:** Box Office Manager

**Responsible to:** Head of Audience Development and Marketing (HAD&M)

**Responsible for:** Box Office Supervisors, Box Office Assistants

**Role:** To create and maintain a positive first point of contact for St George's audiences and ensure the delivery of excellent customer care; to ensure the smooth running of all Box Office systems in accordance with the policies of St George's Bristol and with the support of the Box Office Supervisors; to develop Box Office policies; to manage the team of Box Office Supervisors and Assistants; to extract and analyse weekly / daily evaluation reports and performance indicators for the Finance, Development and Marketing Departments; to work closely with the Head of Audience Development and Marketing to implement the organisation's Marketing Strategy and to serve as an ambassador for the venue.

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## Staff Management, Customer Service and Marketing

- Recruit, train, develop, manage and motivate all Box Office staff to ensure that a friendly, welcoming and consistently excellent standard of customer service is offered at all times; undertake appraisals; encourage continuous personal development and ensure high levels of team morale;
  - Manage a cost effective box office staff rota; continuously monitor staffing levels and the rota in line with peak and off-peak booking times to ensure that customers receive the best level of service;
  - Train new staff and update existing staff with changes to the system to ensure everyone is confident in their role;
  - Organise and lead regular Box Office meetings providing clear communication and transfer of information to the team;
  - Manage Box Office staff to maintain the accuracy of sales and customer records;
  - Ensure all customers are encouraged to donate to St George's activities via voluntary donations through the Box Office;
  - Actively increase sign-up to St George's e-lists;
  - 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;
  - Support the work of the HAD&M on the development of information gathering strategies to provide meaningful insight into key customer segments, audience behaviour, trends and purchasing patterns so as to maximise revenue and identify new audiences for St George's programme of work;
  - Work in conjunction with the marketing team to design and deliver a strategy to increase group sales and attract new groups to St George's;
  - Take part in marketing planning days each season.
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## **Financial / Data Reporting**

- Cash up, reconcile sales to takings, and undertake banking duties on a daily basis;
- Produce weekly income sheets, summarising the daily reconciliations;
- Produce and distribute weekly sales reports to the Senior Management Team;
- Produce ticket breakdowns for each event;
- Extract and analyse weekly / daily reports for the Finance, Development and Marketing Departments and visiting companies; extract information for annual performance indicators, evaluation reports and Trustee Board papers as required;
- Ensure that financial and data protection regulations, policies and practices are adhered to at all times.

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## **Friends Scheme Administration**

- Support the Head of Development in the administration of, and recruitment for, the Friends' Scheme, and with the stewardship of corporate supporters;
- Ensure that a friendly, welcoming and consistently excellent standard of customer service is offered to all members of the Friends' Scheme.

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## **Box Office and Ticketing System Management**

- Oversee and ensure accurate new event set-up on to the Box Office ticketing system prior to each booking period: input concert details, tickets prices and seating plans, set technical holds, set up promotional codes and special offers, etc.; install updates as required;
- Oversee ticket allocation of complimentary House Seats for sponsors, artists, press and staff and process / distribute / monitor / release as instructed;
- Organise customers' ticket refunds and exchanges; maintain waiting lists;
- Liaise with the Head of Events and Operations (and Outside Hirers directly as necessary) regarding ticketing procedures, ticket allocations, performance requirements and sales figures for Outside Hirers;
- Fix minor technical problems with the ticketing system, and act as the primary contact for problem reporting with St George's Bristol ticketing system supplier(s);
- Act as the primary contact for group bookings, build relationships with key customers and produce and manage sales ledger invoices relating to group bookings;
- Manage the selling of tickets for external events where St George's Bristol acts as a ticket agent, and actively promote the Box Office agency service to external clients;
- Manage upkeep and accuracy of the venue's mailing list and database records, including regular data cleansing to avoid duplicate accounts;
- Sell tickets to customers in person, by post, on-line and by telephone in accordance with the rota, for approximately 20 hours each week, to occasionally include some evening and weekend shifts. Remaining 17.5 hours to focus on management, administration, training, attendance at meetings etc;

- Keep up to date with industry ticketing practices and with system developments to ensure best value effectiveness and disseminate this knowledge amongst colleagues.

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## General administration

- Maintain and update the Box Office manual;
- Manage the efficient running of all Box Office systems, including computers, telephones, filing, promotional displays, stationery and other Box Office resources;
- Liaise with curators of the Crypt Gallery regarding sales of paintings (taken through Box Office);
- Attend weekly marketing meetings and feedback information back to Box Office staff;
- Undertake such training as may from time to time be appropriate to the post;
- Undertake all duties with awareness of, and in compliance with, St George's Bristol's policies, including Equal Opportunities and Health & Safety Policies;
- Deputise for the Head of Audience Development and Marketing as required;
- Undertake such other tasks as may be reasonably requested.

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## Person Specification

St George's Bristol is looking for a candidate with at least one year's experience within a Box Office, ticketing or sales role. **Staff management / supervisory experience is essential, as is a high level of literacy and numeracy.**

- Excellent interpersonal and communication skills, including first-class telephone manner;
- Excellent customer care skills;
- Ability to work with a wide range of people;
- Ability to motivate a team;
- Ability to remain calm in demanding situations;
- High level of computer literacy: the post-holder will be required to operate St George's box office system;
- Good attention to detail;
- Responsible and conscientious;
- Experience of training staff;
- Sound cash handling experience;
- Flexible and willing to switch between tasks frequently;
- Ability to work on own initiative;

- Ability to be a strong team player and to contribute energy, creativity and enthusiasm;
  - Enthusiasm for the arts;
  - Willingness to work additional hours for concerts and other evening and weekend events as necessary.
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### **Terms and Conditions Of Service**

**Start date:** March / April 2012 (to be negotiated).

**Salary:** £17,500 per annum with annual review.

**Working Hours:** 37.5 hours working week, to include some evenings, weekends and Bank Holidays as necessary (but note that regular attendance at concerts and other events organised and promoted by St George's is expected.)

**Holiday entitlement:** St George's holiday year runs from 1 January to 31 December. Statutory annual entitlement is 28 days. In addition St George's grants 5 of the annual 8 Bank Holiday days as extra paid leave. The remaining 3 Bank Holiday days are set against the 28 annual leave days, with 25 days remaining for you to take as leave.

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All posts are subject to a three month probationary period.  
This is a full time position but a job share would be considered.

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### **Application**

Please apply using the attached application form / equal opportunities form. Applications in the form of cv's will not be considered.

Send your completed forms to: Matthew Little, St George's Bristol, Great George Street, off Park Street, Bristol BS1 5RR. Hard copies are preferred but applications can also be e-mailed to: [m.little@stgeorgesbristol.co.uk](mailto:m.little@stgeorgesbristol.co.uk).

The deadline for applications is 5pm on Tue 31 January 2012. Interviews week commencing Mon 06 Feb 2012.

If you would like to discuss the role further, please do not hesitate to contact Gary Prestwich, Head of Audience Development and Marketing: 0117 929 4929 / [g.prestwich@stgeorgesbristol.co.uk](mailto:g.prestwich@stgeorgesbristol.co.uk).

For more information visit our website: [stgeorgesbristol.co.uk](http://stgeorgesbristol.co.uk)

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St George's Bristol is committed to equal opportunities, actively works to achieve diversity and welcomes applications from all sections of the community.

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