

Ticketing & Sales Manager

Role Specification

Job Title: Ticketing & Sales Manager

Location: St George's Bristol, Great George Street, Bristol BS1 5RR

Term: Permanent full time 37.5 hours a week

Salary: £18,000-£20,000 depending on experience

Reporting to: Head of Marketing

Line Managing: Senior Box Office Supervisor and team of part time Box Office Supervisors and Assistants



Background

St George's Bristol is one of the UK's leading concert halls, with a long-held reputation for excellence in programming live music. Our acclaimed acoustic, intimate auditorium and outstanding programme attracts the world's best classical, jazz, folk and world musicians as well as spoken word artists. In all, we welcome audiences to some 250 concerts and events each year. We also deliver an award-winning Learning & Participation programme engaging with over 4,500 young people each year.

In autumn 2018, the organisation relaunched with a contemporary pavilion-style extension offering a new café bar, multi-purpose and exhibition spaces, which are now open every day as well as on concert evenings.

St George's is an independent charity operating a not-for-profit business model. The Box Office team plays an important role in ensuring St George's is financially sustainable and maintains its reputation through quality customer care. The Box Office operates the Spektrix CRM system.

For further details please visit our website: stgeorgesbristol.co.uk

Purpose of Role

The Ticketing & Sales Manager is responsible for overseeing and managing a range of activities with the purpose of driving ticketing strategy and maximising revenue from the sale of tickets and other products such as memberships and bar sales. This includes building and maintaining great customer relationships, promoting specific campaigns and income driven initiatives, management of ticket allocations and reconciliations, tracking and sales reporting, financial reporting, and production and distribution of tickets.

The Ticketing & Sales Manager reports to the Head of Marketing and is responsible for line managing the Senior Box Office Supervisor and for the day-to-day management of the Box Office teams. The post holder works closely with colleagues across the wider team, particularly in Finance, Development and Events.

Main Duties

- To support the Head of Marketing in implementing St George's Marketing Strategy, in particular through driving ticket and supporter scheme sales to meet agreed annual income targets
- To provide effective line management of the Box Office Senior Supervisor and to lead on Box Office training in systems management and customer care
- To process and report on financial data
- To represent the organisation externally, including citywide box office meetings and through liaison with external groups such as Spektrix and the Tourist Information Centre.

Areas of focus

Each Season

- Set up events, promotional offers and seating plans on Spektrix
- Allocate reservations for sponsors/press/guest and other groups
- Liaise with concert hirers and promoters in regard to their ticket requirements and sales figures
- Contribute ideas for campaigns and marketing communications to reach ticket sales and income targets
- Input into sales plans for individual events and ensure they're implemented
- Create and oversee initiatives to increase basket spend and per capita value of customers, including membership sales and donations
- Train Box Office staff in customer service and use of systems
- Be responsible for Box Office team compliance including policy implementation, good practice, GDPR/PECR, data security and management

Each Day/Week

- Issue targeted sales focused emails and pre-concert emails
- Oversee Box Office financial reporting and daily income reconciliations and banking
- Set up automated financial reports as necessary
- Oversee the role of the Box Office team in maintaining relationships with supporter groups, including prompt and accurate payment administration, supporter communications and care
- Produce event reports and sales breakdowns
- Monitor and analyse buying behaviours
- Manage any issues with Box Office systems
- Deal with customer feedback and any issues arising
- Take ticket bookings over the phone as and when required

Skills, Experience and Behaviour

- Experienced in sales and target-driven
- Two to three years relevant marketing and/or Box Office experience
- Experience of working with Spektrix or similar CRM systems
- Proven financial aptitude
- Self-motivated, organised, methodical, with a strong attention to detail
- Enjoys collaborating with colleagues and fostering positive relationships with stakeholders
- Confident communicator with strong planning and customer service skills
- Adaptable and resilient; able to balance a number of priorities and work within a dedicated team
- Willing to undertake other duties as required, and to work occasional evenings and weekends

Thank you for your interest in working for St George's Bristol