

BELVOIR



CUSTOMER EXPERIENCE AND TICKETING
Information Pack

OCTOBER 2020



Vaishnavi Suryaprakash, Jay Emmanuel and the cast, *Counting and Cracking*, 2019 Photo: Brett Boardman.

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COMPANY B LIMITED
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Overview

Hours of work: 40 hours per week (5 days), Monday to Friday, 9.30am-6pm. From time to time the spread of hours may vary to suit the nature of the work undertaken, including weekend and evening work.

Package: 10% employer contribution to superannuation
20 days annual leave per annum accrued pro rata
10 days personal leave per annum pro rata
Complimentary tickets to Belvoir shows.

Contract: Ongoing
6-month probation period

Salary: Commensurate with experience

Starting: ASAP

Application: Please submit a CV (including the names and daytime contacts of two referees) and cover letter (no more than 2 pages) *addressing the selection criteria*. (Applications not addressing the criteria will not be considered).

Applicants are encouraged to speak with the Executive Director or Deputy ED prior to making an application.

Forward to: Vyvyan Nickels, Officer Manager
reception@belvoir.com.au

Deadline: Midnight, Sunday 8 November 2020



Kate Mulvany in *Every Brilliant Thing*, 2019. Photo: Brett Boardman

HEAD, CUSTOMER EXPERIENCE AND TICKETING

Job Description

The Head of Customer Experience and Ticketing is a full-time position responsible for the management of all aspects of the Box Office and Front of House operations of Belvoir, with an emphasis on the provision of high level customer service and overseeing the efficiency of Belvoir's customer service systems.

Reporting to, and working closely with the Executive Director, the position encompasses both strategic and hands-on management of part-time and casual box office and front of house staff, supervision of Tessitura maintenance and upgrades, liaison with outside hirers and ticketing agencies and at all times ensuring a high standard of customer service.

The position involves some direct customer service alongside part-time and casual staff members with an emphasis on the provision of excellent customer experience across the organisation.

Duty Statement

1. Lead/contribute to the development and implementation of ongoing improvements in customer service and guest experience at Belvoir. This includes, but is not limited to. analysis of all touchpoints of the customer journey, development of strategic recommendations and opportunities to enhance the customer experience, implementation of strategies to ensure outstanding customer experience across all Box Office and Front of House personnel, ticketing, Tessitura and other relevant policies and procedures.
2. Work closely with the CRM Manager to make recommendations to optimise the use of CRM systems for transactions, ensuring data quality and continual improvement in protocols and processes to ensure the best practice use of Tessitura by box office and front of house staff.
3. Work closely with the Executive Director and other Heads of departments, in increasing customer satisfaction and loyalty to Belvoir through the development / implementation of customer focussed strategies.
4. Regular review of the department's overall productivity and service levels as well as measuring the performance of box office and front of house staff.
5. Responsible for the recruitment, supervision, motivation, training and rostering of part time and casual staff with in an annual budget allocation.
6. Responsible for generating regular sales reports, statistical reports, marketing and customer service lists & associated data or information as required.
7. Oversight and direction of box office sales banking reconciliations, ticket sales enquiries from Finance, Marketing or the Executive Director, as well as settlements of merchandise sales.
8. Responsible for regular liaison with third party ticketing agencies regarding ticketing, sales reports and other box office enquiries.
10. Responsible for ensuring all complaints relating to the Box Office, errors and general enquires that arise in a customer-service operation are handled professionally and promptly while ensuring Belvoir's commitment to providing a diverse and welcoming workplace is maintained in the daily interactions with customers and guests.

Reporting/Working Relationships

The Head of Customer Experience and Ticketing is part of the senior management team and reports to the Executive Director and works closely with the Deputy Executive Director and other Heads of departments, in particular with Marketing & Audience Development, Finance & Operations, and Development.

Direct reports include: Customer Service Coordinator, Box Office Coordinator, Front of House Manager, Ticketing Systems Administrator, Box office supervisors.

Selection Criteria

Aptitudes/Abilities/Skills

- Proven ability to set and maintain high standards of internal and external customer-service
- Proven ability in the use of the customer service management system, Tessitura, or similar.
- Proven aptitude to oversee regular financial settlements and budget management
- Proven ability to motivate and lead a team of part-time and casual employees
- Proven high standard of written and verbal communication skills including attention to detail
- Proven ability to work under pressure as well as plan and prioritise an often heavy workload.
- Proven initiative and ability to conceptualise and implement strategies to improve customer service, systems and work flow.

Experience

- Customer Service and/or senior ticketing experience of at least five years in an arts organisation.
- Experience in rostering staff while working within a casual labour budget
- Experience in staff management, including motivation, building a collaborative & supportive team environment, negotiation and conflict resolution
- Experience in working in a high-profile, busy and dynamic environment.

Knowledge

- Some knowledge of marketing the arts and the role of box office within that process
- An interest and sensitivity to actors, artists and the creative process.

Company Information

When the Nimrod Theatre building was threatened with redevelopment in 1984, more than 600 people – ardent theatre lovers together with arts, entertainment and media professional - formed a syndicate to buy the building and save the theatre. Thirty six years later, Belvoir St Theatre continues to be home to one of Australia’s most celebrated theatre companies.

Belvoir engages Australia’s most prominent and promising playwrights, directors, actors and designers to realise an annual season of work that is dynamic, challenging and visionary. As well as performing at home, Belvoir regularly takes to the road, touring both nationally and internationally.

Both the Upstairs and Downstairs stages at Belvoir St Theatre have nurtured the talents of many renowned Australian artists: actors including Wayne Blair, Cate Blanchett, Sacha Horler, Deb Mailman, Jacqui McKenzie, Robyn Nevin, Leah Purcell, Pamela Rabe, Richard Roxburgh, Hazem Shammass and Toby Schmitz; writers such as Rita Kalnejais, Lally Katz, Kate Mulvany, Tommy Murphy and Matthew Whittet; directors including Benedict Andrews, Wesley Enoch, Eamon Flack, Rachael Maza, Anne-Louise Sarkis, Simon Stone and former Artistic Director Neil Armfield.

Belvoir’s position as one of Australia’s most innovative and acclaimed theatre companies has been determined by such landmark productions as *The Glass Menagerie*, *Angels in America*, *Brothers Wreck*, *Ivanov*, *Neighbourhood Watch*, *The Wild Duck*, *Medea*, *The Diary of a Madman*, *The Blind Giant is Dancing*, *Hamlet*, *Cloudstreet*, *The Book of Everything*, *Keating!*, *Exit the King*, *The Sapphires* and *Who’s Afraid of Virginia Woolf?*

In 2019 Belvoir produced its biggest show ever *Counting and Cracking* at Sydney Town Hall. It was a sell- out season and was also part of the Adelaide Festival. It won seven Helpmann awards including Best Play and Best New Australian Work.

Belvoir is one of the 29 Major Performing Arts companies and receives both state and federal funding which amounts to around 17% of income. Other income is derived from box office, development and commercial activities. The company is managed by a Board of Directors which is chaired by Sam Meers. The current Artistic and Executive Directors are Eamon Flack and Sue Donnelly.

More information, including annual reports and seasons, can be found at: www.belvoir.com.au



Miranda Daughtry and Helen Thompson in *Things I Know to be True*, 2019. Photo: Heidrun Löhner