

HAMILTON THEATRE INC.
JOB DESCRIPTION

BOX OFFICE MANAGER

Appointed by: Board of Directors
Responsible to: Board of Directors
Term : 1 year

Responsibilities:

1. Financial Management

- a. Prepare and manage an annual budget for the box office, in consultation with the Business Manager
- b. To extract information for annual key performance indicators, evaluation reports and board meetings as required.
- c. Along with the Business Manager and/or Producer, control the Box Office budgets including ticket sales.
- d. To complete the relevant accountancy procedures on a daily basis, accurately recording the daily Box Office takings, dealing with discrepancies as required (e.g. bounced cheques, declined cards etc).
- e. To be responsible for completing relevant documentation in relation to the Box Office operation.
- f. To be responsible for the security of the Box Office and any monies taken, and ensure that the Box Office takings accurately balance at the end of the shift.

2. General

- a. To act as the Box Office system manager (currently Tix.com) including the configuration of events, cleaning and maintaining the database, installing updates, designing new reports, creating new facilities, fixing technical problems and liaising with the system provider and other suppliers.
- b. To load new events on to the box office system prior to each season. To set up offers and promotions as required.
- c. To ensure the Box Office is kept tidy and clean, ensuring that leaflets are available to customers; to be responsible for setting up front of house boards.

- d. To deal with any special or exceptional circumstances arising from the day-to-day management of the Box Office
- e. To maintain stock levels of tickets, stationery and publicity material, ensuring stocks are ordered in line with business needs.
- f. To ensure that the Box Office provides a high level of customer care at all times.

3.Sales and promotion

- a. To sell tickets to customers in person, by post, on-line and by telephone
- b. Provide an efficient and productive booking system for the public, including counter, phone and online sales.
- c. To 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.

4.Marketing

- a. To work with the PR Manager to provide meaningful insight into audience characteristics so as to maximise revenue.
- b. To implement a customer relationship management programme in association with the Marketing Manager to increase customer retention, loyalty and frequency/volume of tickets purchased. Interrogate box office information to identify key customer segments, trends and purchasing patterns, and provide recommendations of ways this can be interpreted to inform marketing activity and tailor communication to customer needs.
- c. To increase the number of Friends of The Theatre, using the box office system to identify key customers to target, and reduce the number of lapsed Friends.
- d. To work closely with the PR team to design and deliver a strategy to increase group sales and attract new groups
- e. To undertake ongoing audience and market research.
- f. To prepare data for direct mail campaigns in line with the direct mail schedule and evaluate the effectiveness through direct mail analysis.
- g. To take part in marketing meetings as required.

5. Staff management

- a. Ensure box office is staffed appropriately.
- b. Provide training for box office staff, both at the induction stage and on an ongoing basis, to ensure standards are maintained and as required.
- c. To be responsible for the recruitment and selection of volunteers in line with the venue requirements and company policy
- d. To train key personnel in all aspects of the box office system so that they are able to deputise as necessary.
- e. To organise and lead regular Box Office meetings providing clear communication and transfer of information to the team.

6. Customer Care

- a. Maintaining the box office as a friendly and welcoming environment for visitors to the venue.
- b. Dealing with customer comments and complaints in an appropriate manner.