



JOB DESCRIPTION & PERSON SPECIFICATION

SERVICE AREA:	Cultural Services	POSITION NO:
SECTION:	Theatre and Halls	GRADE: 4
JOB TITLE:	Sales and Customer Service Assistant	DATE PREPARED: 1.4.21
EVALUATION DATE:	16 May 2017 Reviewed Sept 2023	JE NUMBER: HCL2352

BACKGROUND:

The Theatre and Halls section consists of Hull City Hall & Hull New Theatre which host a varied programme of events. The Sales and Customer service team is responsible for delivering a customer focused sales & service experience for the venues

DIGNITY AT WORK: To show, at all times, a personal commitment to Looked after Children and treating all customers and colleagues in a fair and respectful way, which gives positive regard to people's differences and individuality (for example, gender, gender identity, nationality or ethnic origin, disability, religion or belief, sexual orientation, age). Assists in ensuring equal access to services and employment opportunities for everyone and promotes the Company's Equal Opportunities in Employment Policy.

PURPOSE:

To provide a quality customer focused and pro-active bookings & sales function which maximises all revenue opportunities, promotes the growth of attendances at all events within the service and contributes to the economic growth of the city, region and country.

To contribute to delivering sales & marketing plans and strategies that identify current and potential markets and expand audiences and maximise sales.

PRINCIPAL ACCOUNTABILITIES:

Please note decision making must be included within the Principal Accountabilities

1.	Process sales of tickets & associated merchandise on behalf of Theatre and Halls and for any organisation for which the service acts as an agent, taking part in proactive sales initiatives and assist in managing ticket allocations for external agencies to ensure optimum sales are reached.
2.	Professionally handle customer enquiries for services offered within Theatre and Halls using appropriate computerised and manual systems, ensuring excellent customer service. This will include the use of various computer systems including Spektrix, Artifax, CRM systems, internet and social media.
3.	Assist in developing and maintaining positive working relationships and networks of communication with key partners, individuals and organisations in order to facilitate all aspects of ticketing & customer information arrangements to meet associated contractual obligations.
4.	Assist in delivering sales and audience development plans and pro-active campaigns to maximise attendances, ticket sales, visitors and ensure commerciality is maximised through appropriate income streams.
5.	Effectively supervise casual staff and volunteers as appropriate within the Sales and customer service team to ensure team members are competent, supported and well trained to be able to provide an excellent customer service.

6.	Assist in the delivery of customer service standards by providing an efficient reception service and dealing effectively with enquiries, comments and complaints both face to face and by telephone communicating these as necessary to provide excellent customer service.
7.	Enter data to maintain IT systems and databases and run & interpret reports relevant to the service.
8.	Assist in ensuring the computerised bookings and information systems and databases are appropriately maintained performing regular checks and cleaning of data as necessary.
9.	Assist in the setting up of events on the ticketing systems and ensuring that the seating configuration and all associated detail for each event is accurate.
10.	Assist in providing accurate analysis and reporting of ticket sales, booking patterns and other related data and reports to assist in the decision-making process on sales and audience development strategies
11.	Ensure effective promotion of services ensuring publicity material is co-ordinated and up to date and assist in the basic writing and design of promotional materials and the targeted distribution of marketing material
12.	Ensure that all financial transactions including cash handling, banking, credit card operation, reconciliation and accounting of monies are compliant with the Company's financial regulations.
13.	Ensure that the Company's liabilities and duties under relevant legislation are fully complied with including the procurement of services, data protection, etc.
14.	The Health and Safety at Work etc. Act 1974 and associated legislation places responsibilities for health and safety on Hull Culture and Leisure, as your employer and you as an employee of the company. In addition to the Company's overall duties, the post holder has personal responsibility for their own health & safety and that of other employees; additional and more specific responsibilities are identified in the Company's Corporate H&S policy.

GENERAL:

The above principal accountabilities are not exhaustive and may vary without changing the character of the job or level of responsibility. The post holder must be flexible to ensure the operational needs of the Company are met. This includes the undertaking of duties of a similar nature and responsibility as and when required, throughout the various work places in the Company.

DIMENSIONS:

All sections should be completed – if there aren't any state 'none'

1. Responsibility for Staff:

Supervisory responsibility for designated staff within the Sales and Customer service team, specifically casuals, volunteers and work experience students as appropriate.

2. Responsibility for Customers/Clients:

Effective Interactions and excellent levels of customer care with internal and external customers and clients are central to this role – over 500 events are held annually within Theatre and Halls

Responsible for ensuring all collection and use of customer data is in strict compliance with GDPR regulations. The post holder is also responsible for the security of this data and merchandise stock – shared. Over 200,000 tickets are sold to patrons annually with ticket sales income amounting to £4,500,000.

3. Responsibility for Budgets:

No direct responsibility for budgets; works within specified budgets.

The post holder is responsible for ensuring that whilst on duty cash collection, reconciliation, accounting practices, stock and financial security comply with the Company's financial procedures and legal requirements.

The post holder is responsible for ensuring that whilst on duty the booking office payment processing, cash collection, reconciliation, accounting practices and financial security comply with the Company's financial procedures and legal requirements is core to this role.

4. Responsibility for Physical Resources:

Responsible use of fixed and portable equipment and IT systems which includes a sophisticated computerised ticketing system, customer database and events booking system – shared. Responsible whilst on duty for merchandising stock (shared).

WORKING RELATIONSHIPS:

All sections should be completed – if there aren't any state 'none'

1. Within Service Area/Section:

Maintain collaborative and operational relationships with all staff within Theatre and Halls to ensure all customer requests and services are co-ordinated and of the highest standards possible and that information is presented in meaningful programmes of communication.

2. With Any Other Company Areas

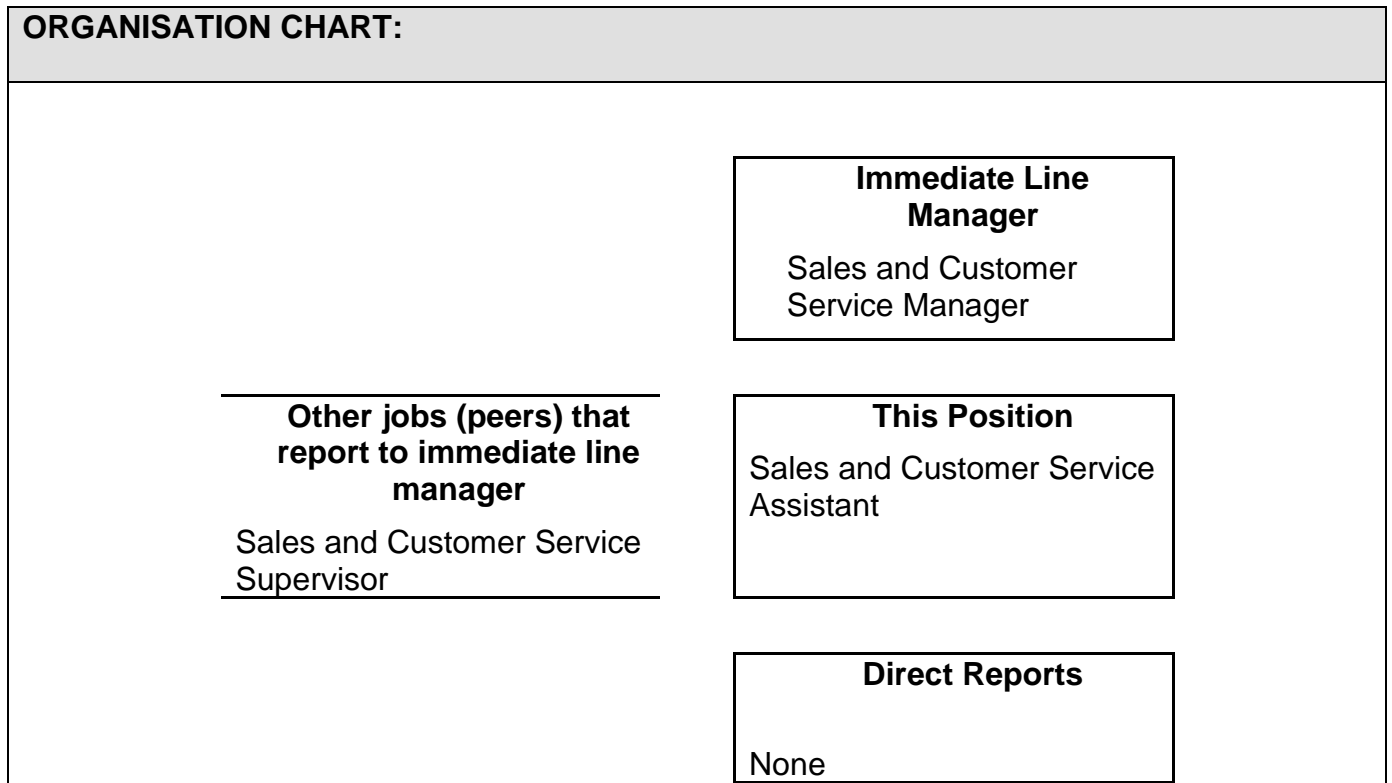
Maintains positive and collaborative relationships with other Company service areas to facilitate effective communications and partnership working.

Other Company departments as appropriate to ensure effective operation of the Sales and Customer service team

3. With External Bodies to the Company

Liaises with artists, agents and organisations on behalf of the Company in order to provide an effective bookings sales and TIC service – as appropriate.

Others as appropriate for effective Sales and Customer service team delivery.



	<i>Tick relevant level for each category</i>					Supporting Information (if applicable)	
	Not applicable	Low	Moderate	High	Very High		Intense
PHYSICAL DEMANDS: Physical Effort and/or Strain – (tiredness, aches and pains over and above that normally incurred in a day to day office environment).		√				N/A	The nature of the work can involve unsociable hours,
WORKING CONDITIONS: Working Conditions – (exposure to objectionable, uncomfortable or noxious conditions over and above that normally incurred in a day to day office environment).		√				N/A	As above.
EMOTIONAL DEMANDS: Exposure to objectionable situations over and above that normally incurred in a day to day office environment.		√					Occasionally having to deal with complaints from customers.

PERSON SPECIFICATION		Tick relevant column		List code/s*
		Essential	Desirable	How identified
<p>The information listed as essential (the column that is shaded) is used as part of the job evaluation process. The requirements identified as desirable are used for recruitment purposes only.</p> <p><i>*Codes: AF = Application Form, I = Interview, CQ = Certificate of Qualification, R = References (should only be used for posts requiring DBS's), T = Test/Assessment, P = Presentation</i></p>				
1.	Qualifications:			
	Significant demonstrable experience in proactive, customer-focused sales, ideally within entertainment or theatres	√		AF/CQ
	Numerate and literature	√		AF/CQ
	ICT qualification to NVQ Level 2 or equivalent.	√		AF/CQ
	Continued vocational training relevant to front line service delivery including legislation, customer care etc	√		AF/CQ
	Certificate in sales, customer service or NVQ equivalent.		√	AF/CQ
2.	Relevant Experience:			
	Significant experience of using computerised ticketing systems for ticket sales, marketing and databases	√		AF/I
	Proven track record working within a tactical sales and customer focused team within the arts and entertainment industry	√		AF/I
	Experience of dealing directly with the public in a very busy environment	√		AF/I
	Financial, banking , cash handling and reconciliation experience to a high level of accuracy.	√		AF/I
	Retail experience.		√	AF/I
	Experience of using Artifax Event Management System, CRM and Spektrix Ticketing Systems or industry equivalent.		√	AF/I
	Clerical and reception experience	√		AF/I
	Experience of collating and interpreting statistics and data	√		AF/I
	Experience of basic marketing, audience development and sales techniques.	√		AF/I
	Experience of electronic financial management systems	√		AF/I
3.	Skills (including thinking challenge/mental demands):			
	Ability to interpret data and statistics.	√		AF/I
	Good organisational skills with attention to detail and the ability to prioritise own work in order to meet ever changing workload.	√		AF/I
	Computer knowledge and IT skills equivalent to NVQ Level 2.	√		AF/I
	Ability to work effectively within a customer focussed and sales driven team as well as work on own initiative	√		AF/I
	Excellent customer service skills	√		AF/I
	Flexible and adaptable to fluctuating workloads with the ability to meet tight deadlines	√		AF/I
4.	Knowledge:			
	A knowledge and commitment to safeguarding and promoting the welfare of children, young people and/or vulnerable adults.	√		AF
	Computer knowledge and IT skills in various applications.	√		AF/I
	Knowledge of clerical, reception and administrative procedures and systems	√		AF/I

PERSON SPECIFICATION		Tick relevant column		List code/s*
		Essential	Desirable	How identified
<p>The information listed as essential (the column that is shaded) is used as part of the job evaluation process. The requirements identified as desirable are used for recruitment purposes only.</p> <p><i>*Codes: AF = Application Form, I = Interview, CQ = Certificate of Qualification, R = References (should only be used for posts requiring DBS's), T = Test/Assessment, P = Presentation</i></p>				
	Basic knowledge of marketing, audience development and sales techniques	√		AF/I
	Knowledge of recent and relevant legislation relating to a sales and customer service provision within arts and entertainment.	√		AF/I
	Political awareness and understanding of local government structures, policy and practice.		√	AF
	Sound knowledge of the local area.		√	
5.	Interpersonal/Communication Skills:			
	Verbal Skills			
	Ability to establish professional, effective working relationships with a range of partners/colleagues and children & young people and/or vulnerable adults.	√		AF
	Excellent effective interpersonal and customer care skills as this post involves extensive contact with the public, show promoters, external agencies and support services	√		AF/I
	Ability to communicate effectively with a variety of people and organisations.	√		AF/I
	Tact and diplomacy in dealing with customers, clients, visiting companies and partners with the ability to remain calm and polite in difficult situations.	√		AF/I
	Self-motivated and able to work on own initiative with a can-do and flexible attitude to work.	√		AF/I
	Good organisational skills with the ability to plan and prioritise work in order to meet deadlines and changes in priority			AF/I
	Good problem-solving skills	√		AF/I
	Ability to analyse basic statistical information and data	√		AF/I
	Written Skills			
	Ability to produce accurate correspondence and written communications of all types.	√		AF/I
	Ability to analyse and interpret basic information and data effectively from a range of sources	√		AF/I
6.	Other:			
	Evening and weekend work will be required on a regular basis; therefore a flexible approach to working hours and willingness to work unsocial hours including evenings and weekends.	√		AF/I
<p>The requirements listed below are not considered during the job evaluation process, but are essential requirements for the role that will be assessed during the recruitment process.</p>				
7.	Additional Requirements:			
	None		N/A	
8.	Disclosure of Criminal Record:			

PERSON SPECIFICATION		Tick relevant column		List code/s*
<p>The information listed as essential (the column that is shaded) is used as part of the job evaluation process. The requirements identified as desirable are used for recruitment purposes only.</p> <p><i>*Codes: AF = Application Form, I = Interview, CQ = Certificate of Qualification, R = References (should only be used for posts requiring DBS's), T = Test/Assessment, P = Presentation</i></p>		Essential	Desirable	How identified
	If the post-holder does not require a DBS disclosure the candidate is required to declare unspent convictions only.	✓	N/A	AF(after short listing)