

JOB DESCRIPTION

JOB TITLE:	Ticketing & CRM Manager	REFERENCE:	TM0826
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OVERALL PURPOSE OF THE ROLE:

This role reports to the Interim Head of HR & Operations and also supports the Head of Marketing, as well as working closely with the Venue & Events, Programming and Finance teams.

The Ticketing & CRM Manager (TCRM) is the organisation's lead expert on Spektrix and audience data, responsible for ensuring the system supports excellent audience experience, accurate reporting and strategic decision-making.

They have responsibility for managing the Box Office systems, proactively identifying and implementing improvements, analysing and reporting on audience data to help inform decision making and to drive sales.

This role may be carried out remotely, onsite or hybrid.

MAIN TASKS

The role holder is required to:

Box Office Systems Management & Administration

1. Manage all administrative ticketing processes to ensure events are put on sale in a timely manner and with accuracy, and monitor sales regularly, including liaison with internal programmers, hirers and external ticket agencies as and when required.
2. Manage ticket requests from artists and companies, (checks with new ENs) ticket deals through special offers and the membership scheme, and complimentary tickets in accordance with company policy.
3. Work closely with the wider team particularly Venue & Events, Technical & Production, Programming, and Hospitality (KCC), to ensure effective planning and communication about event details, including audience figures and seating layouts.
4. Be the systems manager for the Spektrix system; troubleshooting, housekeeping, supporting colleagues and liaising with the external Spektrix support team as and when required.
5. Attend training and carry out research to develop and maintain relevant skills in Spektrix and pass on relevant learning to the wider team through briefings and training.
6. Manage financial transactions and reconciliation on the sales desk, including cash handling, bank card processing, invoicing and reporting as and when required and ensuring company finance procedures are followed at all times by the Venue & Events team.
7. Maintain the access membership scheme.
8. Monitor sales on a show-by-show basis – review all seat holds, releasing where appropriate to maximise sales, in consultation with Programming and Production.
9. Ensure all processes and staff are compliant with PCI DSS (Payment Card Industry Security Requirements) and Data Protection requirements.

10. Maintain a clean, accurate and complete customer database ensuring a high rate of data capture to provide intelligent insight.
11. Implement visible sales targets in Spektrix for each performance, using target figures provided by the Programme Manager and/or CEO.
12. Manage Box Office and Ticketing stock including paper tickets as and when required when requested by the Venue & Events team.
13. Ensure clear training and follow-up documentation is in place for all major Box Office activities, and that the TCRM's duties are carried out by colleagues during holidays.

Customer Service

14. Be an active member of the Venue & Events team, covering the Box Office in person or on remote shifts, selling tickets via email, telephone and in person, as and when required by the Interim Head of HR & Operations.
15. Cover the Box Office desk during staff breaks, as and when required either remotely or in person.
16. Manage the Box Office inbox, ensuring messages are handled efficiently. Deal with customer complaints in a timely manner adhering to the complaints policy, escalating to the Interim Head of HR & Operations when required.
17. Ensure the Venue & Events team and all Spektrix users are up to date with training, changes to policies, procedures and event related information, to help ensure excellent front of house services to all visitors.

Data Management & Evaluation

18. Manage the Illuminate platform and upload data on a quarterly basis in line with Arts Council England requirements.
19. Actively work with teams, particularly Marketing, to produce strategic data reports and interpret findings to inform audience development and income generating strategies for KBACT and KCC as and when requested.
20. Take the lead on keeping data safe and private, making sure Brewery Arts follows GDPR rules and other important guidelines when collecting and using information.
21. Work with the Finance team to ensure accurate transactions and reporting any issues in a timely manner.
22. Support all funder requirements regarding data collection and reporting and work closely with the Development Manager and CEO on this.
23. Work closely with the Head of Marketing to implement changes to the online purchase path and ticketing related website developments as and when required.

General

24. Be prepared to work flexibly according to the programme of events at Brewery Arts when requested by the Interim Head of HR & Operations or Head of Marketing either remotely or in person.
25. Ensure all organisational policies are adhered to at all times, including Equality, Diversity and Inclusion, and Health and Safety.
26. Work at all times to support vision, mission and values of the organisation and the Business Plan.
27. Carry out any other duties that may be reasonably required by the Interim Head of HR & Operations or Head of Marketing.

This list is not exhaustive. The organisation is evolving and your duties may be amended. There may also be occasions where you are required to undertake additional tasks as necessary to meet the needs of the business.

PERSON SPECIFICATION

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We welcome and encourage applications from anyone who can demonstrate how they meet the criteria for the role. We especially welcome and encourage applications from people with backgrounds currently underrepresented in our organisation, particularly those who are Black, Brown or minoritised, who are LGBTQ+, or who are disabled. If you would like the selection panel to know you are from a background currently underrepresented at Brewery Arts, please tell us in your Personal Statement in the Job Application Form.

QUALIFICATIONS & WORK EXPERIENCE	
• Experience of efficient and accurate transactions in person and online, including cash and card processing	• Essential
• Experience of working in a customer focused environment with responsibility for delivering excellent customer service	• Essential
• Experience of handling customer data, and producing reports and presenting to a senior level	• Essential
• Knowledge of Health & Safety, Equal Opportunity and data security (GDPR)	• Essential
• Experience of working in an arts environment	• Desirable
SKILLS	
• Excellent communication skills (verbal and written)	• Essential
• Excellent telephone manner	• Essential
• Excellent organisational and administrative skills	• Essential
• Strong numeracy skills and high levels of accuracy	• Essential
• Experience of using a computerised ticketing or sales system	• Essential
• Competent in the use of Spektrix	• Essential
PERSONAL QUALITIES	
• Friendly and approachable manner with a commitment to providing the highest standards of customer service, both internally and externally	• Essential
• Commitment to personal and professional development with a willingness to learn new skills.	• Essential
• Ability to work under pressure, multi-task, work to strict deadlines and complete tasks sometimes with conflicting demands	• Essential
• Ability to be flexible and respond to changing situations	• Essential
• Excellent time keeping, conscientious and punctual	• Essential
• A keen eye for detail	• Essential
• Smart personal appearance	• Essential
• An interest in the arts and/or film/hospitality.	• Desirable

OTHER REQUIREMENTS	
• Flexibility and availability to work varied shifts including evenings, weekends, bank holidays and festival weekends.	• Desirable
• First aid certificate or willingness to obtain one.	• Essential
• A Disclosure & Barring Service (DBS) check (formerly CRB Disclosure) is required for this position.	• Essential

TERMS & CONDITIONS

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Contract:	Permanent
Pay:	£17,072.40 per annum (FTE £28,454)
Hours & Location:	24 hours per week (excluding lunch breaks) Occasional evenings and weekends essential No overtime is payable. TOIL will be accrued if more than contracted hours are worked in a week. This role may be carried out remotely, onsite, or hybrid
Reports to:	Interim Head of HR & Operations
Responsible for:	N/A
Notice Period:	4 weeks
Holiday Entitlement:	Permanent - 6 weeks' holiday per annum, rising to 7 weeks after 3 years' continuous service Entitlement is inclusive of compulsory closure days announced each year. Other bank holidays are considered normal working days; therefore, they are not in addition to annual leave entitlement.
Pension:	The Company operates a pension plan in compliance with the employer pension duties under the Pensions Act 2008. Depending on your age and earnings, you may automatically be entered into the Group Personal Pension Plan and contributions are matched by the company in line with the regulations.
Discretionary Benefits:	• Complimentary tickets for events and cinema for staff + one can be requested (conditions apply and if the event sells out complimentary tickets are not available). • Discount on food in our catering outlets for staff + one. • A parking permit is given to staff to be used while at work. • Free Employee Assistance Programme.
Union:	An agreement governing pay and terms and conditions of employment exists between the Kendal Brewery Arts Centre Trust Ltd and the Broadcasting, Entertainment, Communications and Theatre Union, and provides for the settlement of disputes between workers and management. One of its provisions is the agreement by management to recommend non-union members to join.