Reporting to- Audience Insights and Sales Manager

Department – Sales and Marketing

**Contract Type- Permanent/ Full Time/ Part Time**

Senior Ticket Sales Advisor

**Principle Purpose of the role**

This is a key, customer-facing role within the Sales and Marketing team assisting the Ticket Sales Manager in the day-to-day operation of a friendly, motivated and forward-thinking ticket sales team. Creating a positive customer experience is a team priority and the successful applicant will deliver this while leading by example.

The Senior Ticket Sales Advisoris an integral role within the ticket sales team, providing support to the Ticket Sales Advisors; permanent and casual (TSA), creating an important link between them and the Ticket Sales Manager, with robust use of the ticket office customer database (Spektrix).

Whilst TSA are line managed by the Ticket Sales Manager, the Senior Ticket Sales Advisor isresponsible for supervising and coordinating the team of TSA on a day to day basis, ensuring that they are kept up to date with internal communications, coordinating rotas and timesheets, maximising ticket sales through effective customer service, support and training.

The role is required to undertake day, evening and weekend work working flexibly across a shift pattern as a shift supervisor including front counter and back office, sharing the shift pattern equally with the other Senior Ticket Sales Advisor, taking responsibility for the running of the Ticket Sales team in the Managers absence.

**Main responsibilities**

**Customer service, sales, and Ticket Sales Support.**

* To promote the selling (and upselling) of tickets and ancillary sales to customers, whether in person, online or by telephone.
* To sell tickets to customers in person, online and by telephone, including covering the front desk/back office for lunch breaks, sickness and annual leave.
* To prepare the team for an incoming audience prior to a performance, delegating tasks as necessary, acting as shift supervisor,
* To assist with and stay up to date with the set-up of the ticketing system (currently Spektrix) working with the Ticket Sales Manager to ensure ticketed events and saleable items are set up on the box office system (including seating plans, ticket formats, prices, on-line sales, promotional codes, offers and agency sales etc) when requested.
* To coordinate rotas, acting as a shift supervisor and scheduling TSA to ensure suitable cover at all times for telephone, front desk and all ticket sales activities, effectively and fairly utilising the team whilst ensuring suitable breaks. This will be under the supervision of the Ticket Sales Manager who has responsibility for the staff budget.
* To manage event changes such as date and time alterations as well as show cancellations, supporting the Ticket Sales Manager/Marketing Manager as requested to a) communicate with customers via Dot Digital using automation, customisation and branded templates created by the marketing team, b) pull customer lists, c) update the website event page, c) ensure accurate processes and records of actions are kept
* Support the Ticket Sales Manager with delivering dynamic pricing initiatives
* To support the Ticket Sales Manager to provide ongoing training to the TSA, on effective use of Spektrix on a daily basis, ensuring current staff are competent and confident in selling tickets, memberships, merchandise and asking for donations. Assist in training new staff as required. Support staff with daily queries and trouble shooting
* To set up scheduled reports for visiting companies/promoters/colleagues as necessary.
* To be familiar with latest Data Protection legislation and help ensure the team complies with Data Protection legislation at all times, maintaining the customer records held on the database in accordance with Data Protection legislation and PECR.
* To take an active role in your continuing professional development, identifying relevant training and professional development opportunities to carry out the job, becoming a Lighthouse champion and ‘go to’ colleague in the use of Spektrix and Dot Digital.
* To troubleshoot technical and equipment issues and support the team to deal with customers while these issues are being resolved.
* To liaise with the ticketing company, IT support and web development agency regarding the maintenance and smooth running of the ticketing software and the website API integration in the absence of the Ticket Sales Manager. Report and solve day to day problems with the support team as they arise, ensuring that all technical and equipment issues are reported to the Ticket Sales Manager.
* Ensure that business critical issues are immediately reported to Senior Management
* To produce sales data and create/set-up sales reports for the Ticket Sales Manager as and when required.
* To ensure the automated pre-show email is up to date and relevant and working effectively.
* To work with Sales and Marketing Team to ensure promotion and other marketing activity is carried out.
* To work with the Fundraising team to maintain excellent knowledge of Lighthouse donation and membership opportunities and to proactively encourage donations and memberships ensuring that all donors and Friends are provided with excellent customer service.
* To actively promote Lighthouse as a charity and request a customer ticket donation when taking a booking
* To support the administration of and recruitment to membership schemes including, but not limited to Film Club, Friends and Livefor£5, taking the lead in using Dot Digital, personalisation and automation to ensure timely and regular recruitment, renewal and reminder notices.

To ensure that the Ticket Office and surrounding public areas are always well presented in terms of cleanliness and maintenance, maintaining leaflet display racks as needed and that TSA check this at the beginning and end of every shift.

**Communication**

* To help with and hold regular team briefings and ensure that the flow of information, both within the department and to others, is clear, accurate and timely.
* To be knowledgeable on the artistic programme, and actively promote this within the team and to customers.
* **To be the primary point of contact for all ticket office queries and issues,** monitoring and responding to online bookings, web, social media, emails, phone calls and dealing with any issues that may arise, proposing changes where necessary.
* To use dot digital, Lighthouse social media channels and the website CMS to respond to customer queries, maintain and update both event information, manage pre-show emails and out of hours emergency information.
* To be responsible for and actively maintain the ticket office@, info@ and other relevant customer email inboxes and respond to customer emails in a prompt and timely fashion, delegating to TSA as appropriate or other areas of the business.

**Finance**

* To support the Ticket Sales Manager to deliver the departmental budget, in line with company regulations and procedures.
* To undertake the daily and weekly financial procedures including banking and cashing-up of takings, ensuring accurate and timely reporting and suitable investigation of discrepancies in line with processes set.

**Health and Safety**

* Responsible for the management of health and safety, as laid down in legislation and in line with Lighthouse’s policies and procedures and for ensuring that staff receive adequate and up-to-date training.
* To minimise the Trust’s environmental impact wherever possible adhering to and supporting its Sustainability Policy. To include recycling, switching off lights, computers and equipment when not in use. Helping to reduce paper waste by minimising printing/copying, reducing water usage and reporting faults and heating/cooling concerns promptly.

**Training**

* Take responsibility for their own training and development, including attending and completing relevant induction and mandatory training. Core Training will cover Online IHASCO training and Health and safety as part of the induction.
* To participate with their review process with their line manager, every 6 months and to take up opportunities identified as part of their learning and development.

**Representation**

* Represent Lighthouse at performances, meetings, and events, as and when required.

**Diversity**

To be aware of and embrace the EDIB culture at Lighthouse at all times.

**Values**

Work to and promote the Lighthouse values of being Aspirational, Welcoming & Excellence.

Any other duties as may be reasonably required.

**Personal specification**

**Experience and knowledge**

**Essential**

* An understanding of and commitment to the principles of customer service;
* Strong literacy, numeracy IT skills, with a good working knowledge of Microsoft Word and Excel.
* **Good general level of education** including English and Maths GCSE or equivalent passes
* The ability to communicate professionally, clearly and effectively with colleagues, the public, stakeholders and industry professionals.
* Experience of cash handling and working with card payment systems
* **The ability to be enthusiastic and encourage a positive attitude towards Lighthouse and its services;**
* The ability to work calmly and effectively in a pressurised and multi-tasking work environment.
* The ability to work proactively without supervision.
* Proven experience of supervising or co-ordinating people.

**Desirable**

* Knowledge and passion for the arts
* Experience of working within a busy entertainment venue ticket office.

Experience of working with a dedicated ticket system, in particular Spektrix

Competencies and Skills

* **Good conflict resolution skills**
* **The ability to be enthusiastic and encourage a positive attitude towards Lighthouse and its services**
* Ability to work unsupervised and take responsibility.
* Adapts to the team and builds team spirit
* Listens, consults others and communicates proactively.
* Able to operate in a calm, courteous and professional manner at all times and when under pressure.
* Works in a systematic, methodical, and orderly way.

Personal Characteristics

* Must enjoy working with people and be customer focussed
* Accepts new ideas and change initiatives
* Adapts interpersonal style to suit different people or situations
* Dynamic, energetic and enthusiastic
* Proactive and results orientated
* Tactful, approachable, discreet and diplomatic
* Shows respect and sensitivity towards cultural and religious differences

Flexible and reliable.