

# Box Office Manager

Job Description  
Person Specification

**WYCOMBE  
SWAN**

February 2019

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**THEATRES &  
HOSPITALITY**  
The UK's premier provider of  
live entertainment and hospitality

**Wycombe Swan** is one 12 venues within HQ Theatres & Hospitality's (HQT&H) portfolio of regional theatres and concert halls. HQT&H currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

HQ Theatres & Hospitality (HQT&H), the UK's second-largest venue operator, is a division of Qdos Entertainment Ltd, one of the largest entertainment groups in Europe.

**Wycombe Swan** is a vibrant and dynamic place to work - a venue which presents some of the best music, theatre and comedy in the country. We always provide our staff with the best opportunities to train and develop within the organisation.

As well growing audiences through high quality programming in our three distinct spaces (Swan Theatre, Old Town Hall, and Oak Room), we have key targets to drive the commercial success of the business through offering exceptional service to our customers. We want all visitors to the Swan to be able to enjoy world class service and this role will be a vital part of delivering on this aim.

**Employment type:** Full Time

**Salary:** Competitive

**Hours:** 40 hours per week including evenings, weekends and bank holidays.

**Work location:** You will be based at Wycombe Swan Theatre & Town Hall and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.

**Purpose of the role:** The Box Office Manager has responsibility for managing the Box Office team and all aspects of ticket sales within the venue, including staffing, administration of the ticketing/online/telephone systems and reporting. They oversee all sales of tickets which involves line managing Box Office staff and coordinating external promoters, internal stakeholders and the general public.

The Box Office Manager contributes to the success of the venue and the achievement of business and service targets through the supervision and delivery of the highest possible service standards.

**Our ideal candidate:** Will be an experienced and capable team leader who motivates staff to achieve the best results within a busy environment. They will be adept at dealing with multiple stakeholders and balancing priorities, equally confident in front-line customer service as they are in administration. Demonstrable experience in a customer facing ticketing role is essential.

**For an informal discussion contact:** Joe Shellard, Marketing and Sales Manager  
[jshellard@wycombeswan.co.uk](mailto:jshellard@wycombeswan.co.uk)

**Closing date:** 25th February 2019

**How to apply:** Complete the HQ Application Form available at [wycombeswan.co.uk](http://wycombeswan.co.uk) and submit with a covering letter to [admin@wycombeswan.co.uk](mailto:admin@wycombeswan.co.uk)  
Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board.

## Reporting

The Box Office Manager reports to the Marketing & Sales Manager.

The Box Office Manager is responsible for the following: Box Office Deputy Manager, Group Sales Supervisor, and Casual Box Office Assistants.

## Key Accountabilities

### Strategic

- To contribute as required to the achievement of Wycombe Swan's annual business plan with particular focus on the achievement of ticketing and hospitality sales targets.

### Operational

- To manage all administrative ticketing processes to ensure events are put on sale in a timely manner, and with accuracy, including liaison with producers, event promoters, hirers and external agencies.
- To motivate, train, supervise, and line manage venue-based ticketing staff, and to ensure the venue Box Office is adequately staffed in line with business needs.
- To ensure excellence in customer service standards and proficiency in company processes and in the use of the computerised ticketing systems amongst all Box Office staff.
- To act as the venue's champion in the company's *Sales Through Service* programme, liaising with colleagues in other departments as appropriate.
- To ensure the ticketing team are kept up-to-date with changes to policies, procedures and show-related information through daily briefings and regular meetings.
- To take responsibility for implementing robust cash-handling procedures and to be responsible for the banking and reconciliation of all ticketing income including the day to day management of the credit / debit card processing system.
- To maximise sales revenues through the efficient and effective sale of tickets and through the on-selling and upselling of, memberships, hospitality offers and events and other items as required.
- To manage ticket requests from company, charities, promotions and the membership scheme.
- Management of ticketing processes to ensure events are put on sale in a timely and accurate manner including liaising with event promoters and external ticket agents.
- To take responsibility for the creation and distribution of accurate and consistent ticketing reports for internal and external use in appropriate formats.
- In liaison with colleagues, to take responsibility for the effective management of the ticketing database and to undertake routine housekeeping of the ticketing system to ensure data hygiene
- To contribute to the creation of policies, setting of targets, and the development of processes.

### Health & Safety

- To act in accordance with departmental and company Health & Safety policies and procedures.
- As required to be the nominated First Aider when on shift and to deal with any accidents or incidents that may occur ensuring that they are accurately recorded in the First Aid log and followed up if required. Training will be provided.
- As required, to manage the fire alarm and to assist in fire evacuations. Training will be provided.

### Recruitment, Training and Development

- Training in our ticketing software - AudienceView - will be provided on appointment of the role.

### Other Responsibilities

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.

## PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

### Experience

- Managing and training a customer service team.
- Using a point of sale or ticketing system.
- Cash handling, banking and reconciliation.
- Experience of working in an entertainment venue and using a ticketing system is essential.

### Skills

- Organisational and administrative skills with ability to prioritise in a fast-paced environment.
- High level of literacy, numeracy and computer skills.  
(GCSE Grade B and above, or equivalent, required in Maths and English).
- High level communication skills for dealing with a range of stakeholders.
- Ability to quickly learn new systems and processes, and to train others.
- An ability to be flexible to business needs and work calmly and effectively under pressure.

### Attitude

- A pro-active, flexible and positive approach to solving problems in a prompt and independent manner.
- A strong customer service focus and desire to deliver an excellent experience, every time.
- A presentable, professional and approachable manner which sets an example for others to follow.
- Willing to work flexible hours including evenings, weekends and Bank Holidays.
- Demonstrable enthusiasm for live theatre and entertainment, and for the provision of excellent service