

Issue date: 20/04/2021

Siamsa Tíre, The National Folk Theatre of Ireland Front Desk/ Box Office Manager Recruitment Pack

Contract: 3 year fixed term

Pay: €29,120 gross annual salary

Hours: 40 hours per week. The hours are flexible according to the operational needs of the business and work will often involve day/evening/weekend attendance. The working week is rostered Monday to Sunday including daytime, evenings, weekends and Bank Holidays as necessary. All hours worked will be subject to and recorded in accordance with the provisions of the Organisation of Working Time Act, 1997 and the Organisation of Working Time Act (Regulations) 2001.

Training and induction: The Front Desk/ Box Office Manager will receive induction and training on the ticketing system and standard operating procedures for the role.

Line Management: The Front Desk/ Box Office Manager will report to the Executive Director or other such person as assigned by the Executive Director. The Front Desk/ Box Office Manager may work alongside staff, volunteers and work experience students.

Front Desk/ Box Office Manager Job Description

Our Front Desk/ Box Office Manager oversees our Box Office operations and front desk customer service to our visitors and patrons during the day Monday – Saturday and in the evenings Monday – Sunday if an event takes place.

The Front Desk/ Box Office Manager is an important public-facing role which requires exemplary customer service skills and manages a small team of part time and casual staff.

As a member of the management team, the Front Desk/ Box Office Manager is required to work closely with colleagues across the organisation to ensure the smooth operation of ticket sales and events and report on sales and financial information on a weekly basis to inform planning.

The front desk/ box office team administers daily ticket sales via Ticketsolve, cash administration and reconciliation in accordance with Standard Operating Procedures as well as providing front office and support administration. The box office staff are responsible for ensuring that the public areas are kept clean and safe for our customers throughout the daytime.

The Front Desk/ Box office team also work across Events and Hospitality when events are scheduled. The Events and Hospitality team covers event cleaning, event box office, bar, and ushering and any event associated duties in accordance with Standard Operating Procedures. providing a professional, pleasant, efficient, informed and welcoming service to our event patrons.

If required, the Front Desk/ Box Office team may also work flexibly to support other departments in Siamsa Tíre.

The Front Desk/ Box Office Manager holds the following responsibilities:

1. Staff management:

- Recruiting, training, and line-managing the part-time and casual staff and volunteers to fulfil Front Desk/ Box Office and Events and Hospitality functions or assist across departments as may be required from time to time.
- Overseeing rostering and hours management to ensure adequate and appropriate staffing (including taking account of other departmental resources).

- Ensuring company policies and Standard Operating Procedures are understood and implemented.
- Ensuring effective and timely briefings on the artistic programme and all activities for staff to become familiar with each event to deliver professional and proficient sales service for patrons.
- Ensuring staff have regular meetings for feedback and clarification of the company's policies and procedures.
- Managing the Front Desk/ Box Office budget lines in conjunction with relevant staff.
- Ensuring training and adherence with the Health & Safety policies and procedures.
- Attending cross-departmental and management team meetings and reporting on the Front Desk/ Box Office function.

2. Front Desk/ Box Office:

- Maintain cleanliness and a high standard of presentation in the public areas.
- Ensure that a warm, friendly, professional, welcoming and consistently excellent standard of customer service is provided at all times.
- Deliver a reception function for the company, redirecting calls, logging messages and managing Siamsa Tíre's phone system.
- Anticipate and act upon customer needs and requirements and deal effectively with customer queries and complaints.
- Maintain awareness of the needs of customers with disabilities or additional needs and ensure that their needs are met swiftly and sensitively.
- Be proactive in developing an understanding of exhibitions in the Gallery in order to provide information to the public and undertake sales of artworks.
- Sell tickets and products to customers in person, by post, on-line and by telephone in a way that develops positive customer relationships and builds customer loyalty.
- Ensure the accurate maintenance of the venue's mailing list and customer database records, including continuous data cleansing.
- Set up new events or products on the ticketing system and website in time for sales release dates.
- Handle customers' ticket refunds and exchanges. maintain waiting lists.
- Liaise with the ticketing system service providers to troubleshoot and resolve any technical problems with the ticketing system.
- Cash up, reconcile sales to takings daily, and undertake banking duties.
- Be responsible for ensuring adequate cash and change are available for busy shifts.
- Be responsible for Siamsa Tíre post, both incoming and outgoing and any deliveries to the premises.

3. Sales and Marketing support:

- Support the Sales & Marketing Manager with implementation of the venue ticketing system as a CRM sales tool, ensuring steady customer database growth and accurate and comprehensive data entry and customer records management.
- Support the Sales & Marketing Manager with research and analysis of groups and businesses to identify new sales opportunities and grow the customer base of block-bookers.
- Support the Sales & Marketing Manager with research and population profiling of the venue's sales catchment area and population (size and demographics, life stage, lifestyle, affluence, social and educational profiling).
- Support the Sales & Marketing Manager with a comparative analysis of the catchment area against the venue's existing customer base on a geographic basis to map audience locations and identify potential for further development of the customer base on a geographic basis.

- Support the Sales & Marketing Manager with a comparative analysis of Siamsa Tíre's sales performance and sales patterns against comparable national averages to identify weaknesses and strengths.
- Support the Sales & Marketing Manager with analysis of recent sales patterns and historical trends to provide business insights that can be used to develop the customer base and drive individual and group sales.
- Support the Sales & Marketing Manager with research and analysis of Siamsa Tíre's local and national market share and identify opportunities for growth.
- Support the Sales & Marketing Manager with regular customer base analysis from the ticketing system to segment and appropriately target customer niches for upcoming events.
- Support the Sales & Marketing Manager with research and analysis of customer buying behaviour from the ticketing system and offer insights on possible adjustments to marketing and promotional strategies to better capture and drive potential customers into Siamsa Tíre's sales channels.
- Support the work of the Marketing Department in the development of information gathering strategies to provide meaningful insight into key customer segments, audience behaviour, trends and purchasing patterns so as to maximise revenue and identify new audiences for Siamsa Tíre.
- Support the Sales & Marketing Manager with implementation of the venue website as a direct point of sale, ensuring search engine optimisation, smooth customer journeys and rapid, secure sales processing.
- Ensure event listings are submitted to the outlets specified by the Sales & Marketing Manager per agreed schedule.
- Ensure promotional literature is distributed and displayed as required by the Sales & Marketing team.
- Ensure that all communications, across all channels, by all employees/ agents adheres to approved messaging or brand guidelines.
- Train and support the Front Desk/ Box Office to increase sign-up to Siamsa Tíre's e-mail lists and Mobile Club and work closely with the Marketing staff to implement and track the success of promotional campaigns.
- Train and support the Front Desk/ Box Office to ensure accurate and comprehensive data capture on the event ticketing system or other company statistical reporting databases.
- Maintain and build relationships with key customers, particularly groups and partners in the tourism industry.
- Compile weekly sales reports, capture and track performance on KPIs and provide accurate statistical information to colleagues.

4. Events and Hospitality support:

- Maintain the cleanliness of the public areas.
- Greet visitors to the building.
- Work at speed to sell drinks, refreshments and snacks pre-show, during the interval and post-show.
- Sell programmes and other souvenirs.
- Check tickets and guide members of the audience to their seats.
- Settle seating disputes or confusion.
- Guide audience members to entrances, exits and toilets.
- Ensure audience are not using their phones or any other recording equipment during the performance.
- Communicate with Box Office and Front of House staff to ensure smooth running of the events.
- Manage the audience in emergency situations.
- Undertake pre-show and post-show safety checks and maintain vigilance for patron safety.

- Catalogue and securely store found items.
- Attend pre-event briefings and other training as required by management.
- Develop and demonstrate an in-depth knowledge of the venue and programme and answer customer queries.
- Develop and demonstrate a good understanding of evacuation procedures from all points within each venue.

5. Compliance:

- In conjunction with relevant staff, adhere to, monitor, and (where agreed necessary) update the venue's relevant Standard Operating Procedures (SOPs) and any other staff training and monitoring material as required to ensure compliance with regulations or best practice.
- Adhere to and be mindful of Siamsa Tíre's Children and Vulnerable Adults Safeguarding Policy.
- Contribute to formal risk assessments for activities and communicate and oversee implementation of the necessary mitigation measures with relevant personnel.
- Ensure that effective monitoring and evaluation systems for all activity and financial information are in place and regularly updated / maintained and that all funder reports for activities are accurate and submitted as required.
- Maintain clear and orderly records, systems, and audit trails to ensure transparent and documented compliance with relevant legislation for company including employment, health & safety, child protection, data protection, insurance, licencing, financial and charity regulations, and audit requirements.
- Abide by, support, and implement the company's policies and procedures.
- Ensure that policies and procedures are adhered to by any staff or contractors under their supervision.

6. External liaison:

- Liaise with contractors and suppliers of goods and services as required.
- Liaise with clients to ensure smooth event operations.

7. Other Duties and Obligations:

- Act as an ambassador and advocate in representing the company.
- Attend and contribute to operations or management meetings as may be required.
- Adhere to policies and procedures as set out in the employee handbook or other such staff circulars.
- Adhere to procedures relating to the proper use and care of information, equipment and materials for which the role has responsibility.
- Participate in training and development programmes/courses to maintain and improve performance and to assist in identifying self-training and support needs.
- Participate and work within a performance management development system.
- Undertake any other duty as may be required and set by your manager.

Candidate Skills and Attributes:

Essential:

- Previous experience in a similar front-desk role.
- An excellent track record in customer service.
- Experience of managing teams.
- A high level of accuracy, acute attention to detail and a rigorous approach to administration and service.
- Reliability, flexibility, and congeniality in a team environment.
- Work well under pressure in both back-office and customer facing environments.

- The ability to manage time, meet deadlines and multi-task under pressure.
- Self-motivated with a high degree of initiative to pre-empt potential problems, troubleshoot and implement appropriate solutions.
- Excellent organisational skills.
- Excellent communication, interpersonal and teamwork skills.
- A calm, assured, clear and diplomatic approach to communication.
- Good literacy and numeracy skills.
- Familiarity with Microsoft Outlook, Word, Excel, & general computer literacy.

Desirable:

- Demonstrated ability to analyze, report and provide key information (in both oral and written form, formally and informally).

Contract Terms Offered:

This is a three-year contract for full time employment at 40 hours per week. Salary is set at €29,120. Flexibility on working hours is a requirement of the role. A probationary period will apply. The company facilitates flexi-time working for back-office work and is currently facilitating remote working for staff where possible to protect against the spread of COVID-19. The position will be subject to reference checks and may be subject to Garda clearance.

Recruitment Process:

Candidates will be assessed and scored against the requirements of the role as described and against the skills and attributes sought for the role. Candidates should therefore ensure that the information provided in their applications clearly demonstrates their suitability against the requirements.

Within four weeks of the closing date for applications, shortlisted candidates will be invited to interview and candidates who have not been selected for interview will be informed that they were not selected. A second interview may be scheduled in the case of close scoring of two or more candidates.

Before the company considers making an employment offer to an applicant, we will require the contact details of two referees including both phone and email addresses. These can be provided by you upfront on your original application or, if you prefer, requested from you after your interview. These referees must be able to vouch and account for your professional expertise and experience specifically as it relates to the role that you have applied for. The referees will also be asked questions relating to your trustworthiness, reliability, and character.

The company reserves the right to form a panel of qualified candidates or not to appoint to the role from the applications received.

Applications:

The deadline for applications is **Monday, 17th May 2021 at 5pm**

Applications should be emailed to: admin@siamsatire.com. Hard copy applications will **not** be accepted.

Applicants must send an email with the words **Front Desk/ Box Office Manager Application** in the subject line of the email and must attach:

- a cover letter which gives an insight into your approach to your work.
- a CV which clearly demonstrates how your qualifications and professional experience meets the job and essential skills requirements.

Siamsa Tíre is grateful for grant funding and business sponsorship from:



An Roinn Cultúir,
Oidhreachta agus Gaeltachta
Department of Culture,
Heritage and the Gaeltacht



Comhairle Contae Chiarraí
Kerry County Council