

Box Office Supervisor and Theatre Marketing Coordinator

Position Title:	Box Office Supervisor and Theatre Marketing Coordinator
Location:	The National Theatre Melbourne 20 Carlisle Street, St Kilda VIC 3182
Award Classification	Live Performance Award
Employment Type:	0.4 Role (2 days a week) with the ability to undertake additional casual employment.
Salary:	Total remuneration package of \$31, 869 per annum of your 0.4 FTE position.
Department:	Theatre / Venue Operations / Development & Marketing
Reports To:	Ticketing Manager

The National in St Kilda endures as a magnificent 783 seat live performance venue and home to emerging and established independent artists in Australia's creative arts industry. We also nurture emerging talent through our two esteemed training institutions. The Drama School was the original actor training institution in Australia and The Ballet School has been training dancers for over 80 years. Both schools provide exceptional training by professional teachers to students of all ages and performance experience.

PRIMARY PURPOSE

Reporting to the Ticketing Manager the Box Office Supervisor and Theatre Marketing Coordinator works under the general direction of that role while also operating closely with and under the guidance of the Executive Manager – Theatre. The position is responsible for delivering a customer-focused, industry best-practice ticketing service and marketing support for hirers. Under the direction of the Ticketing Manager, the Box Office Supervisor and Theatre Marketing Coordinator acts upon behalf of the Ticketing Manager in the ticketing manager's absence.

The role is responsible for providing efficient and professional customer focused event ticketing services to benefit clients/hirers and customers/audiences as well as creating revenue generating opportunities. The role is a mixture of box office and ticketing support and marketing support for clients.

ORGANISATIONAL REQUIREMENTS

This role must adhere to the following guidelines, laws, policies and procedures.

- The National Theatre's codes of conduct and values
- The National Theatre's goals and objectives
- The National Theatre's policies, guidelines, and procedures
- Emergency Evacuation procedures
- Workplace health and safety regulations

ORGANISATIONAL RELATIONSHIPS

Reports to: Ticketing Manager

Supervises: Casual Box Office staff

ACCOUNTABILITY AND EXTENT OF AUTHORITY

This position is accountable to the Ticketing Manager and is responsible for effective and efficient ticketing operations at The National.

The Box Office Supervisor and Theatre Marketing Coordinator may be required to make immediate decisions when handling customer requests. Decisions about customer issues, as well as advice offered to ticketing team members, must be based on a sound knowledge of the venue and its procedures and must be reported to the Ticketing Manager.

All customer and staff and venue operational information must be maintained as strictly confidential.

Understand and observe procedures for The National's Workplace Health & Safety, and Ticketing and marketing.

KEY ACCOUNTABILITIES

Service Delivery Specifications

WEIGHTING

% of time key accountability is required

1. Act as a regular and consistent Box Office staff member. (NLiven). This includes: • Ticketing sales • Answering ticketing phone calls • Responding to emails • Provide an in-person Ticketing service. • Respond to Hirer and Patron ticket requests – swaps – exchanges – cancellations. • Managing House seats and Producer seats • Preparing complimentary ticket lists • Provide professional communication. • Support all enquiries about accessibility needs and companion cards. • Responsibility for covering shift in the roster with casual box office staff members. KPIs: System efficiency improvements Integration of revenue generating services Positive feedback from Hirers, Patrons and Team on service provided.	45%
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2. In absence of the Ticketing Manager, liaise with hirers, implement their ticketing requirements and manage the internal ticketing system (NLiven) to ensure the effective delivery of the hirers' events. Tasks include: • Being a second point of contact for TixTrack • Maintain contact with Hirers about Ticketing needs • Proactive ongoing communications with Hirers about ticketing • Proactive ongoing communications with Hirers about pricing • Building the Ticketing and Performance events • Ticketing pathway creation – NLiven – Website • Ticketing and performance alterations • General management of ticketing structure • Manage allocations for external ticketing. • Promo code builds KPIs: Positive venue and client/hirer relationships, leading to 100% positive feedback outcome. Increase venue ticketing revenue by 25% Forge relationships with external ticketing companies.	20%
3. Assist the ticketing manager in ensuring the smooth delivery of high quality, customer focused services for events, working to the Venue Operations Manager and coordinating with upcoming hirers including the National Theatre Drama School and National Theatre Drama School on marketing requests This includes: • Deliver pre and post-show EDMs • Actively work to build and report on the venue's database • Manage client artwork • Coordinate FOH digital screens • Share and discuss the marketing support pack with clients/hirers • Community Outreach KPIs: Promoting internal marketing options to clients/hirers. Database growth by 50% Increased number of clients using The National Theatre's ticketing service.	25%
4. General Administration and Reception This includes: • Meeting and supplying access to external contractors/services • Mail management • Lost property management • Stationery orders • General reception KPIs: Manage an efficient lost property process and general reception	10%

SELECTION CRITERIA

Essential Criteria

1. Demonstrated experience in ticketing services in a venue, with a sound understanding of the entertainment industry, ticketing procedures, and event ticketing.	40%
2. Knowledge and use of design software and e-marketing.	20%
3. Highly developed and effective interpersonal communication and customer service skills with proven ability to work as part of a small team and the ability to manage multiple projects/activities.	15%
4. Administration skills, including word processing, reporting, and general computer skills.	15%
5. Demonstrated knowledge of workplace health & safety requirements, in an office environment, especially in a modern venue and facilities environment.	10%

Mandatory Criteria

Understanding of ticketing software & ticketing operations.
 Working with Children Check (or ability to get).
 Ability to work stated and flexible hours, including evenings and weekends.
 Experience in POS and procedures.
 Experience in invoicing and procedures.

Desirable Criteria

Knowledge of or interest in the Performing Arts
 Graphic Design Background
 Experience of NLive
 Current "Responsible Service of Alcohol Certificate"
 Current Level 2 First Aid Certificate
 Previous experience in coordinating volunteers

What we Offer

Continual professional training and development opportunities
 A short tram ride from the CBD to bustling St Kilda, 3 mins walk from beach
 Complimentary tickets to our Ballet and Drama School productions
 Staff and family discounts on Ballet and Drama School courses.

Authorities

This position description meets the capability requirements of the position.

Executive Manager – Development & Marketing:

Date:

Chief Executive Officer:

Date: