

Northamptonshire Arts Management Trust

Job Description

Department:

Marketing, Sales & Development

Job Title:

Sales Advisor

Responsible to:

Sales Supervisors/ Deputy Sales & Revenue Manager

Job Purpose:

In this customer facing sales role the Sales Advisor will provide excellent customer service by ensuring the smooth processing of ticket sales within Northampton Arts Management Trust's Box Office operation, providing information about shows, encouraging charitable donations to the theatre, and creating a welcoming reception environment and courteous point of contact for all visitors. Working shifts, the Sales Advisor will be a part of the wider Sales team and will be responsible for achieving individual sales targets as set by the management team.

Task Areas

- To be responsible for selling tickets for all venues for which NAMT provide Box Office services and proactively work to ensure achievement of sales targets for all shows; identifying opportunities to upsell, cross sell and promote loyalty and subscription.
- To ensure excellent, informed and courteous service for customers at all times.
- To assist the smooth running of the Box Office by correctly taking cash, cheques, voucher or card bookings in person and by telephone.
- To stay up to date with the venue's website and online booking features so as to be able to provide advice and assistance to customers as required.
- To be responsible for the safe keeping of individual floats and keys, and reconciling takings at the end of the shift.
- To be fully conversant with all aspects of the programme for the venues the Box Office team provide services for (to include but not limited to Royal & Derngate, Northampton Filmhouse and The Core, Corby) in order to advise customers in person, via phone or email.
- To actively encourage purchases and multiple/related purchases by being aware of the selling points of each production and to be able to communicate these to potential customers.
- To take bookings and provide information on the relevant participation programmes, and to promote and be enthusiastic about the activities provided by the venues beyond their stages.
- To sell and encourage membership and donation. To be aware of current fundraising campaigns and targets and encourage customers to donate on each interaction.
- To understand the importance of accurate customer data and ensure customer records are correctly maintained, working to ensure a high level of opt in for contact

Northamptonshire Arts Management Trust Job Description

permissions from customers in accordance with set targets, company procedures and current Data Protection legislation

- To be conversant with TESSITURA and Microsoft office software packages, including Outlook, Word and Excel. To use these skills to assist effective communication and administration within the Box Office team and throughout the organisation.
- To attend and contribute to training or meetings as required.
- To be conversant with all NAMT and venue Policies, including Health and Safety, Equal Opportunities, and Emergency Procedures, and to abide with all procedures.
- To log and field enquiries or complaints from customers effectively, taking personal responsibility to work towards a resolution before passing them on to the relevant manager/department if necessary.
- To support customers with access needs by capturing accurate access information and actively promote access performances ensuring seating best meets the needs of the customer
- To carry out daily, weekly and monthly duties as set by the Sales Management team including chasing unpaid orders, stocking up print, processing post
- To act as a brand guardian at all times ensuring the Box Office and public spaces are well presented in terms of cleanliness and maintenance
- To comply with the venue's health and safety policies which may include providing assistance with evacuation procedures or building searches in the event of an emergency.
- To be an active and supportive member of the team and ensure that duties are handed over to a colleague whenever the job holder has to leave the position or finishes their shift.
- To wear any uniform, comply with any dress code and wear a name badge as required.
- To promote and adhere to the organisation's culture and values.
- To undertake any other duties as may reasonably be required.

This job description is a guide to the nature of the work required of the Ticket Sales Advisor. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as required.

Northamptonshire Arts Management Trust Person Specification

Essential	Desirable
<p><u>Experience</u></p> <ul style="list-style-type: none"> • Minimum of 6 months' experience working in a ticket/box office or similar busy sales orientated environment. <p><u>Knowledge</u></p> <ul style="list-style-type: none"> • An interest in theatre, arts and cultural activities. • A commitment to diversity, representation & inclusion <p><u>Skills/Abilities</u></p> <ul style="list-style-type: none"> • Flair for dealing with the public, with excellent customer service skills and demonstrable ability to talk enthusiastically about a range of products. • Strong interpersonal skills and enthusiasm for working as part of a team, with willingness to take responsibility when required. • Confidence in upselling and cross-selling events and encouraging increased spend including donations. • Clear and effective verbal and written communication skills. • Computer literate with a working knowledge of Microsoft Office software including Outlook, Word and Excel. • A proven ability to handle demanding and difficult situations with the public, in a calm and confident manner. • Attention to detail and the ability to multi task in a pressured environment without compromising on quality and accuracy. • Able to adapt to a lively and constantly changing programme and environment, with a flexible attitude and willingness to learn. • Strong organisational and timekeeping skills. • A flexible approach to working patterns, with the willingness to work varying shifts, including regular evenings and weekends. 	<p><u>Experience</u></p> <ul style="list-style-type: none"> • Experience of operating computerised Ticketing Systems, ideally TESSITURA. • Previous experience/involvement in the arts. • Cash handling/till reconciliation experience <p><u>Knowledge</u></p> <ul style="list-style-type: none"> • GDPR <p><u>Skills/Abilities</u></p> <ul style="list-style-type: none"> • Able to drive with access to own vehicle

Northamptonshire Arts Management Trust Terms & Conditions

Job Title	Sales Advisor
Contract	Full Time - Permanent contract
Salary	£18,278 per annum paid monthly on 20th of each month
Hours of Work	37 hours per week. Must be available for flexible shifts including evenings and weekends.
Work Location	Royal & Derngate, 19-21 Guildhall Road, Northampton, Northamptonshire, NN1 1DP and The Core at Corby Cube, George Street, Corby, Northamptonshire, NN17 1QG.
Holidays	Holiday year April – March 31 days per annum (including statutory holidays) - pro-rata in 1st year 33 days per annum after 3 years continuous service 36 days per annum after 5 years continuous service
Notice Period	4 weeks (once completed probationary period)
Subject to	Satisfactory References Probationary period – 6 months Compliance with Immigration, Asylum and Nationality Act 2006 and the Immigration Act 2016
Pension Scheme	Contributory staff pension, 5% employee and 3% employer. NAMT pension scheme is provided by NOW pensions. NAMT will contribute after 3 months service
Additional Benefits	Free Employee Assistance Programme run by Health Assured Complimentary tickets available on selected shows throughout the year. 10% discount at our bars and theatre shop.