

# **Civic Theatre Newcastle**

## **Duties Statements Ticketing**

Last reviewed: 23 March 2021 DOH

LTCA	Position	Duties
4	<b>Ticketing Team Member</b>  Roles: <ul style="list-style-type: none"> <li>• Ticketing</li> <li>• Merchandise Sales</li> </ul>	Provide high quality, personalised and professional ticketing services, undertaking duties as specified in the Position Description.  Experience required: <ul style="list-style-type: none"> <li>• Prior experience in ticket sales preferably using Vivaticket (Enta)</li> <li>• Prior experience in on-site merchandise sales and post show reconciliations.</li> </ul>
5 - 6	<b>Ticketing Team Member – digital specialist</b>	In addition to the duties of a Level 4, also responsible for:  Assisting with show builds using Vivaticket ensuring web pages are uploaded onto the Civic Theatre website <ul style="list-style-type: none"> <li>○ Ensure online content is current, accessible and relevant across the Civic Theatre website and social media platforms</li> <li>○ Assist Live Performance Promotions Officer with digital marketing tasks</li> <li>○ Management of the groups database and support the development of tours business by working with the Marketing team</li> <li>○ Assist with new and existing relationships with group organisers and coach and tour operators to maximise potential revenue and ensure high awareness of Civic Theatre and City Hall group, tour and catering sales activities</li> </ul> Experience required (in addition to those for level 4); <ul style="list-style-type: none"> <li>• Extensive prior experience or understanding of Digital Marketing</li> <li>• The ability to interpret and understand CRM data</li> <li>• Experience of managing group bookings and working with Tour operators</li> <li>• Experience in Sales reporting using event management and ticketing systems</li> </ul>
7	<b>Ticketing Team Leader</b>	Where required, such as where Civic Theatre establishes a ticket / sales office for a festival or special event, the casual Ticketing Team Leader will be responsible for providing a positive, proactive and accessible service to all customers and colleagues, including: <ul style="list-style-type: none"> <li>○ Supervising and coordinating the entire ticketing and merchandise team.</li> </ul>

		<ul style="list-style-type: none"> <li>○ Ensuring the client receives a warm welcome and ensuring the smooth running of operations.</li> <li>○ Ensure ticket systems are operational, coach team members and resolve technical issues.</li> <li>○ Assisting in the selection, induction, development and training of the casual team members.</li> <li>○ Taking the lead operational responsibility for safety and security of the site.</li> <li>○ In the event of an emergency, taking responsibility for all customers and staff, making the decision to stop events and evacuate if necessary.</li> <li>○ Ensuring you and the team are knowledgeable and respond positively to customer enquiries in order to maintain effective customer relations, proactively offering assistance and guidance to all customers.</li> <li>○ Assigning staff to their roles and providing supplies as needed.</li> <li>○ Working closely with event producers and Customer Experience staff to ensure speedy resolution of issues and seamless operations of the event.</li> <li>○ Driving sales and maximising income through retail sales, including merchandise and programmes.</li> <li>○ Contribute to daily reporting.</li> </ul> <p>Skills required (in addition to those required for level 5):</p> <ul style="list-style-type: none"> <li>● High level skills in Vivaticket systems</li> <li>● Experience in managing a large ticketing team on a complex event such as a festival</li> </ul>
--	--	---