

Sales and Customer Engagement Manager



Job Description

November 2021

ORGANISATIONAL OVERVIEW

G Live is part of HQ Theatres & Hospitality's (HQT&H) portfolio of eleven regional theatres and live entertainment venues and is part of the Trafalgar Entertainment family.

Currently managing 11 sites on behalf of local authorities across the UK; from live music venues and concert halls to large auditoria presenting top West End productions, high profile live music and comedy, ballet, opera and family theatre, HQT&H are recognised for providing industry-leading hospitality and first-class customer experiences.

Located in the heart of Guildford town centre, in the Surrey Hills, G Live is one of Surrey's premier live entertainment, conferencing and hospitality spaces, hosting the very best artists and performers from across the globe and operating as a vital part of the region's business and tourism offer.

Its Main Hall is a highly flexible space with sophisticated acoustic installation and unparalleled views, seating up to 1031 people (theatre style) and 1700 (standing). Its ability to be transformed for banqueting and non-traditional seating formats make it the ideal location for the highest profile touring artists, corporate and community hirers alike. The full-time main hall programme is complemented by two 100-capacity spaces, The Bellerby Studio and the Glass Room.

Celebrating its tenth year in the heart of Guildford in 2021/22, G Live is seeking skilled, experienced and passionate individuals to join our outstanding team as we enter an exciting new phase.

JOB DESCRIPTION

Job Title:	Sales and Customer Engagement Manager
Employment type:	Full Time
Salary:	£27,000 per annum
Hours:	40-hours per week, including evenings, weekends and bank holidays where appropriate.
Work location:	Office based.
Reporting to:	Marketing and Sales Manager.

Purpose of the role: The Sales and Customer Engagement Manager is responsible for managing G Live's in-venue ticketing services in support of HQ Theatres' central ticketing operations and customer contact centre teams.

With a focus on exemplary customer service, the successful candidate will provide on-site ticketing support for customers and visiting companies, managing a small team of permanent and casual sales staff, and ensuring key members of the Venue Management team are trained to operate the box office system.

The Sales and Customer Engagement Manager will also use audience data to lead on developing, delivering and administering venue loyalty and retention programmes, advance communications with key audience groups and contribute to the achievement of key organisational and service targets.

Our ideal candidate: A capable leader with experience of ticketing and/or CRM programmes, our ideal candidate will have a background of delivering exemplary customer service in the Arts or wider cultural sector. This is an exciting role for a team player who can demonstrate experience of managing multiple projects, has great communication skills and who wants to proactively contribute to G Live's ambitious marketing and sales strategy.

For an informal discussion contact: Ian Wilmot, Marketing and Sales Manager
01483 739045 iwilmot@glive.co.uk

Closing date: Friday 26 November 2021, 10am

How to apply: Please complete the Application Form, which can be downloaded on the careers page at www.GLive.co.uk and submit alongside a covering letter to applications@glive.co.uk. Please note. CVs without an associated application form will not be considered.

MAIN DUTIES & RESPONSIBILITIES

- With colleagues, contribute to the achievement of G Live's annual business plan and marketing and sales targets, with particular focus on ticketed events and hospitality income targets.
- To provide venue-specific advice and support to the central HQ ticketing operations and customer contact centre teams to maximise customer and promoter confidence and achieve income targets.
- To operate as a leader within the marketing and sales department, manage the welcome desk staff rota and provide direct supervision of the Sales & Customer Engagement Assistant and a bank of Casual Ticketing Staff.
- To take responsibility for integrating changes to ticketing and sales processes, as set by the central HQ Ticketing Operations team, into G Live's operation.
- To monitor agency sales, ticket inventory and manage incoming customer ticketing enquiries.
- To act as the venue 'Champion' for the Audience View ticketing platform at G Live, ensuring that all relevant staff have the knowledge and training required to successfully handle basic ticket enquiries, show reporting, settlement generation and reconciliations where appropriate.
- To take responsibility for maximising sales through the efficient and effective sales of tickets, including up-selling, on-selling and ensuring that all sales and marketing colleagues are aware of organisational goals and targets.
- To develop and deliver customer engagement and loyalty programmes including the Friends Membership Scheme, outlining key audience groups, setting objectives and delivering bespoke communications to deliver against agreed targets.
- Become a venue 'Champion' for the HQ Theatres & Hospitality Four Pillars customer service programme.
- With colleagues, plan, write and deliver regular 'newsletter' style communications to defined audience groups, as agreed within the customer engagement and loyalty programme.
- To take responsibility for the development of a Schools Membership Scheme, including a process for regular communications, administration of raffle and prize requests and actively increasing attendance(s) from this customer group.
- Support the Marketing and Sales Manager in the development of a group bookings marketing and sales plan, and advise on best use of existing resource for managing group enquiries in collaboration with the central ticketing service.
- To manage the day-to-day operation of credit/debit card processing systems and procedures in support of the HQ Theatres Ticketing and E-Marketing Manager.
- To support the Senior Venue Manager and wider Venue Management team in the development and implementation of service standards and all safety procedures, systems and security aspects of the venue's front of house operation.
- Lead on venue-specific customer enquiries and complaints, in support of the central ticketing team.
- To provide Duty Management cover for the Front of House and Venue Management team as required.
- To have the commitment to work at least three evenings per week, to support customer ticketing enquiries during the operational get-in of shows.

- To actively contribute to the development of departmental and organisational processes, creative approach, channel planning and activities relating to G Live's reputation and perception.
- Deputise for the Marketing & Sales Manager as required.

OTHER DUTIES AND RESPONSIBILITIES

The post holder will:

- Ensure all duties are carried out in accordance with departmental and company Health & Safety procedures.
- Dress in accordance with Company uniform policy and wear protective clothing as issued, if applicable.
- Attend meetings as required.
- Undertake any relevant training and development that may be required and keep abreast of developments in his/her field of expertise.

This Job Description is not an exhaustive description of the required duties. The post holder will be required to adopt a flexible approach to the role and its 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.