



# Ticketing Sales Supervisor

Job Description  
Person Specification

November 2021

**Wycombe Swan** 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. **HQ Theatres & Hospitality** manage 12 venues 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.

**Wycombe Swan** is located in the heart of the High Wycombe town centre and comprises of three distinct spaces to provide the people of Buckinghamshire with top-quality musicals, drama, comedy, dance, family shows, one night events, and a world-class pantomime. With a capacity of 1,076 seats, the Main auditorium boasts superb acoustics, a large stage and adaptable seating. The historic Old Town Hall offers a smart, distinctive, multi-use space with staging and seating up to 400 and 600 standing. Rounding off the spaces is the ornate Oak Room, providing a glorious and elegant setting for events of up to 120 people. More than just high quality programming seen in the main space, Wycombe Swan regularly hosts conferences, graduations, parties and weddings, with exquisite food provided by the in-house catering team.

The Wycombe Swan and Old Town Hall has always been at the heart of the Wycombe community. We are proud to be a venue that supports local community hires, alongside nurturing the young talent of Bucks through our youth drama activities. Playing our part during the Coronavirus pandemic operating as a vaccination centre for the NHS, we are now looking to grow our team with passionate and talented individuals.

- Employment type:** Full Time
- Salary:** c. £22,000 p.a. dependent on experience, ability and potential
- Hours:** 40 per week over 5 days out of 7, subject to variation to meet business requirements. Working hours will include evenings, weekends and Bank Holidays.
- Work location:** You will be based at Wycombe Swan and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.
- Purpose of the role:** To contribute to the achievement of the venues financial, attendance and service targets by assisting with the management of a customer-focused, proactive, skilled and well-motivated Ticket Sales operation which maximises all revenue opportunities and promotes the growth of attendance. The post also supports the Marketing department with effective delivery of ticketing services and supporting marketing activity.
- Our ideal candidate:** Our ideal candidate will be an experienced and capable team leader who motivates staff to achieve the best results within a busy environment. They will be adept at dealing with multiple stakeholders and balancing priorities, equally confident in front-line customer service as they are in administration and have a strong a passion for delivering excellent customer service.
- Closing date:** Monday 22<sup>nd</sup> November 2021 12pm
- How to apply:** Please complete an Application Form available at [wycombeswan.co.uk](http://wycombeswan.co.uk) and submit with a covering letter to [admin@wycombeswan.co.uk](mailto:admin@wycombeswan.co.uk) with the subject title 'Ticketing Sales Supervisor'. Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board!

## REPORTING

You will report directly to the Marketing Manager.

The posts you will line manage in this role include the Ticketing Sales Assistants.

## KEY ACCOUNTABILITIES

### Strategic

- To assist with the smooth and efficient running of the Ticket Office, to help maximise sales for the venue.
- To embed Sales through Service techniques that will support the development and growth of relevant product and service upsells.
- To liaise with ticketing agents on allocations agreed with the promoters and Marketing and Sales Manager and ensuring their timely marking back of these.

### Operations

- In conjunction with the Marketing and Sales Manager, manage the systems, resources and equipment of the Ticket Office function at the Wycombe Swan, so as to maximise sales and attendances, and to meet agreed customer service targets.
- To provide accurate sales reports and figures to promoters and to be able to set up scheduled reports, as required.
- To assist with the implementation of proactive telephone campaigns to generate ticket sales for shows, events and pre show dining.
- To work with the Marketing and Sales Manager in administering an effective system for the theatre's Friends Membership and groups scheme.
- To provide guidance to the team, when required, on all areas of the ticketing and sales function.
- To ensure the ticket office team are kept up-to-date with changes to policies, procedures and show-related information through daily briefings and regular meetings
- To motivate, train, supervise, and line manage venue-based ticket office staff, and to ensure the venue Ticket Office is adequately staffed in line with business needs.
- To manage ticket requests from company, charities, promotions and the membership scheme.
- To take responsibility for the creation and distribution of accurate and consistent ticketing reports for internal and external use in appropriate formats.

- To assist with the maintenance and delivery of high scores of mystery shopper visits and ensure that all staff are providing excellent customer service at all times, and using various upselling techniques.
- To have an understanding of the Data Protection Act and ensure that all staff are adhering to this policy.
- Undertake monthly checks of the auditorium seats to ensure all are in a saleable condition
- To play a key role in the Fire Evacuation procedure specifically responsible for liaising with the alarm monitoring company in the event of an emergency.

## Health & Safety

- As part of the Ticketing Sales Team you may be the nominated First Aider when on shift and be required to deal with any accidents or incidents that occur, ensuring that they are accurately recorded in the First Aid log and followed up if required.
- As required by the Technical and Buildings Manager, contribute to the development and management of Health and Safety at Work policies at the venue, in line with HQ Theatres and Hospitality policies; ensuring that all ticketing staff are fully briefed and (where appropriate) trained in line with Health and Safety policies.
- The implementation of the venue's emergency and evacuation procedures including all relevant training, drills and briefings in collaboration with the Senior Management Team and the relevant statutory authorities.
- Ensure all duties are carried out in accordance with departmental and company Health & Safety procedures.

## Recruitment, Training and Development

- Deliver and monitor the HQ Theatres & Hospitality 'Four Pillars' customer service programme.
- Undertake training and development relevant to the successful execution of the job role.

## Other Responsibilities

- Dress in accordance with Company uniform policy and wear protective clothing where issued and instructed.
- At all times, act as an ambassador for the venue and HQT&H.
- Attend and, if required, note take meetings as required.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and 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.

## PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

### Experience

- Experience of working in an entertainment/ Theatre / Customer Services environment
- Experience in addressing and managing customer complaints and dissatisfaction.
- Proven ability to respond positively to a pressurised environment and adopt a positive approach to problem solving.

### Skills

- A strong customer service focus and a genuine desire to deliver an excellent experience, every time.
- A leader with the ability to support a large team while delivering results.
- High level written, numeracy and verbal communication skills.
- An excellent manner when dealing with the public, stakeholders and industry colleagues.
- An ability to be flexible to business needs and work calmly and effectively under pressure.

### Attitude

- A 'can-do' attitude and a positive, flexible approach to the job role, work colleagues and peers.
- A presentable, professional and approachable manner which sets an example for others to follow.
- Demonstrable enthusiasm for live theatre and entertainment, and for the provision of excellent service
- Willing to work flexible hours including evenings, weekends and Bank Holidays.

### Desirable

- Formal training to assist in the delivery of effective staff training, i.e. Train the Trainer
- Knowledge of ticketing systems