

SALES ASSISTANT
Theatr Clwyd
Job Description

Theatr Clwyd has been Wales' foremost producing theatre since 1976. The Executive Team (Artistic Director – Tamara Harvey and Executive Director – Liam Evans-Ford) are currently navigating the most important cultural and operational shifts in the 42 years of its existence, a period which will redefine and secure the future of this unique and valuable arts centre - the foremost producing theatre in Wales.

Theatr Clwyd produces upwards of eight shows a year - mainly in English, but also in Welsh - and presents some of this work on tour in Wales and the rest of the UK. It has a hugely successful programme of work for and with young people that is created both within and without the building, and tours to local schools, within Wales and beyond. The building also hosts a variety of touring drama, dance, music and art for all ages, a comprehensive film programme and an active community programme and the organisation is at the forefront of work around arts and wellbeing.

We have made strides in changing the shape of our programming; we've committed to placing visitor experience at the heart of our decision making; we've begun to grow our commercial events; we've taken the first steps in deepening our relationship with our community; we've started to develop our auxiliary offers and we've been working hard to market our work and our building more strategically and effectively. We have also delivered a feasibility study for major capital redevelopment and received funding from ACW to take forward plans into Design & Development.

Theatr Clwyd is the only producing theatre left in the UK still owned by a local authority. With a turnover of £5.3m in 2016-17, it is supported by the Arts Council of Wales, Flintshire County Council and by its own activities. There are annually some 2,115 individual events, attended by around 200,000 people, with 50,000 community members participating in outreach events. During 2016/17 a further 220,000 people saw a Theatr Clwyd show elsewhere in the UK.

Job Summary

SALES ASSISTANT

Responsible for:
Reports to: Sales Manager

SALES ASSISTANT

Operations Department

The Operations Department is responsible for the logistical functioning of the building. At its core is promoting and maintaining an excellent audience experience and ensuring that Theatr Clwyd is a welcoming and safe environment for the public, visiting artists and staff.

Job Purpose

Responsible for maximising sales by selling tickets by telephone, across the counter and through postal and online bookings for all events at the theatre. Also responsible for selling merchandise and gifts in the shop and for responding to any enquiries from the public.

Key responsibilities

General

- To assist with the sales operation, maximising revenue from the sale of tickets and ensuring the highest standards of customer care are maintained.
- To ensure that all revenue-generating opportunities, in both box office and shop, are maximised.
- On a daily basis to maintain the highest standard of presentation; demonstrating a positive attitude; dealing promptly and professionally with all ticketing requests and providing excellent customer service to all patrons and visiting companies.

Box Office, Ticketing and Shop

- To maximise income by proactively encouraging patrons to consider any other show or event that is deemed appropriate to bring to their attention along with memberships and other ancillary sales.
- To be fully conversant with the functionality and usage of the current ticketing system, Microsoft Office and the operation of the telephone system in order to complete sales and enquiries.
- To provide a high level of customer service as a front line staff member and ensure that a patron's initial contact with the venue is a positive experience.
- To support the work of the sales, marketing and development teams by gathering accurate information relating to mailing list inclusion and marketing response codes from each and every patron.
- To be competent in handling sales payments by method of cash, cheque or credit/debit card and to process refunds and exchanges as necessary using the guidelines, regulations and procedures laid down by Theatr Clwyd.
- To have a knowledge of all shows and events taking place in Theatr Clwyd and to be able to provide relevant and up-to date information to patrons on request.
- To deal efficiently, courteously and professionally with all callers, either face to face or via telephone, and to inform the Sales Manager of any problems experienced at the appropriate moment either during or at the end of each shift. To be the first point of contact for customer complaints and resolve if possible or communicate with supervising staff if required.

- To ensure that financial and data protection regulations, policies and practices are adhered to at all times.
- To undertake all training activities as required.
- To undertake other duties as may be reasonably scheduled and called on by the Sales Manager or Director of Operations and undertake any administrative tasks for the department including assisting with outgoing and incoming mail.
- Actively to seek ways and carry out actions to increase sign-up to Theatr Clwyd's mailing list.
- To ensure all customers are encouraged to donate to the company's fundraising and development activities.
- To manage upkeep and accuracy of Theatr Clwyd's mailing list and database records, including regular data cleansing to avoid duplicate accounts.
- Keep up to date with industry ticketing practices and with system developments to ensure best value effectiveness and disseminate this knowledge amongst
- Ensure all available lines of stock are displayed and stocked to agreed levels
- To receive deliveries of stock, batching in orders on EPOS, attaching barcodes and price labels where needed and to put away stock once batched in
- To keep the Gift Shop and Box Office areas tidy and clean, this includes cleaning of shelves and other Points of Sale
- Keeping up to date with special promotions and putting up displays
- To contribute to the ongoing success of the business by achieving team and individual sales targets
- To undertake regular evening and weekend shifts as part of their working week including Sundays and Bank Holidays on a rota basis as required.

Person Specification

Essential

- Demonstrate a passion for working in an arts environment
- Proven excellence in customer relations skills with a demonstrable understanding of best practice
- Good time management
- Strong sales and audience development focus
- An understanding of and commitment to diversity and inclusion
- Enthusiastic team worker with excellent interpersonal skills
- Ability to use initiative and prioritise tasks
- Ability to work well under pressure
- Accurate cash-handling skills
- Working knowledge of computerised ticketing systems
- A flexible approach to working hours to meet the needs of the service, including working evenings, weekends and bank holidays
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Desirable

- Excellent verbal and written communication skills in the Welsh language
- Experience of using the venue's booking system, Spektrix
- Commercial awareness
- Knowledge of theatre, dance and other art forms within the UK generally and Wales specifically
- An understanding of audience development and marketing
- Full clean driving licence
- Knowledge of inventory techniques.