

JOB DESCRIPTION – Box Office Manager

Job title	Box Office Manager
Rate of pay	£24,000 – £28,000 per annum (dependent on experience)
Location	Rich Mix, 35-47 Bethnal Green Road, London E1 6LA
Position reports to	Deputy CEO / Head of Marketing and Communications
Responsible for	Box Office, Outreach and Communities Officer; Box Office Assistants
Contract type	Full time. Permanent.
Hours	35 hours per week excluding breaks. Hours to be worked between operating hours (08:00-00:00) and to include regular shifts on evenings and weekends.
Annual Leave	25 days per annum plus Bank Holidays (rising by one day per year of service to a maximum of 30 days)
Probation period	6 months
Notice period	One month's notice in writing on either side
Deadline for applications	12pm, Tuesday 26 October 2021
Interview period	3-5 November 2021

ABOUT RICH MIX

Rich Mix is a dynamic arts centre and creative hub in the heart of east London. Launched in 2006 in the borough of Tower Hamlets, we connect some of the city's most adventurous and diverse audiences to a vital, exciting and ambitious programme of contemporary culture.

Our wide-ranging programme consists of around 500 events every year and includes live music, performance, dance, spoken word, theatre and exhibitions as well as new release studio and independent cinema across our three screens. Through our learning and participation programmes, we develop and facilitate the creative potential of young people and wide-ranging communities from across east London.

Our diversity extends beyond our daily programme of events. A Shoreditch landmark, our building provides a home for some of the city's most socially progressive and innovative creative businesses with currently 25 organisations housing more than 200 people.

We are a National Portfolio Organisation of Arts Council England and its investment allows us to broaden the scope, scale and ambition as well as the diversity of our programme.

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Prior to the COVID-19 pandemic we generated around 80% of our annual turnover through cinema ticket sales, space hire, tenancies to creative and cultural businesses, and bar revenue.

Our building was closed to the public during national lockdowns over the past year. We reopened from May 2021, with a reduced cinema programme, private hires and learning and participation programme in line with social distancing requirements. Elements of our live events programme recommenced in June 2021. The building is open to our residents. Office based staff are currently working remotely from home, or in the building as necessary, and we anticipate this will continue for the foreseeable future.

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PURPOSE OF THE ROLE

The **Box Office Manager** is responsible for the smooth and effective running of Rich Mix's box office function and the managing of the Box Office team. They are part of the Marketing and Communications team who work to build brand awareness, drive attendance and sales, and develop audiences across the entire organisation, including Live Events, Cinema, Learning & Participation, Fundraising, Membership, Private Hires, Tenancies and Bars. The **Box Office Manager** will oversee and deliver the sales and ticketing operation, inspiring and motivating the box office team to deliver the highest level of customer service, and ensuring Rich Mix's values are embedded throughout the customer experience. They will maximise the use and implementation of Rich Mix's box office system, Spektrix.

KEY RELATIONSHIPS

The **Box Office Manager** has key strategic relationships with: Producer, Learning and Participation Manager, Head of Cinema and Operations, Visitor Services Manager, Development Manager and the Marketing and Communications team.

KEY RESPONSIBILITIES

Box Office management

- Lead on operational set up of all events, products and offers on Spektrix including rolling updates.
- Manage external sales and promoter holds updates and be the primary contact for these partners.
- Produce post show sales reports for settlements.

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- Set up and ensure the correct administration of ticketing offers and deals.
- Process and manage complimentary ticket requests, making sure procedures and systems are well maintained. This includes press, company, venue, and staff comps.
- Manage the associated administration tasks of memberships and merchandise.
- Be a GDPR champion in the Box Office team, ensuring data is handled as per Rich Mix's data protection policies.
- Ensure the box office database, Spektrix, is accurately maintained and lead on knowledge and dissemination of new releases or system improvements as well as lead contact for any system enquiries from team.
- To be main contact for any cashing up queries made by Duty Manager or Finance teams.
- Provide reports and analysis to inform marketing efforts, on an ad hoc basis as requested by the Management team.
- Liaise with the Marketing and Communications team on our ticket bookings, visitor information and product purchase website pages (including live events and cinema pages) to ensure the website is factually correct and operates a smooth booking pathway.
- Oversee box office email accounts and phone lines.

Team management

- Line manage the Box Office team.
- Enthuse the team to deliver the best service possible by motivating, monitoring, and inspiring everyone to work as a team.
- Ensure the box office is staffed appropriately, including shifts on reception desk, preparing rotas and responding to sick leave cover and emergency staffing issues. To include maintenance of RotaCloud for sign off / pay roll in accordance with budget available.
- Lead on communications with Box Office team, delivering updates and briefings on operational requirements, with support from the Box Office, Communities and Outreach Officer.
- Train Box Office team members, both at the induction stage and on an ongoing basis, to ensure standards are maintained and new processes are embedded.
- Maintain the communication channels between Marketing and Communications and Box Office teams and the rest of the wider team, by attending weekly marketing and events meetings as well as other meetings where appropriate.
- Champion health and safety, security and emergency procedures for the venue, by ensuring the Box Office team are briefed and follow procedures and protocol.



Customer service

- Ensure that visitors feel welcome and secure, representing Rich Mix and its values at all times.
- Provide an efficient and productive booking system for the public, including counter, phone and online sales, liaising with the Marketing and Communications team if there are any glitches relating to the website booking pathway.
- Maximise ticket sales by actively promoting Rich Mix through cross-sales initiatives.
- Be knowledgeable about and promote Rich Mix's programme, offers and charitable work and be able provide information about these events and deal with customer enquiries.
- To be the first point of contact for feedback around refunds and exchanges, to include helping with complaint resolution.
- Collect audience feedback and monitoring data as required to aid performance analysis, marketing activities and reporting.
- To be main contact for group bookings including school screenings.

Marketing

- Assist the Marketing and Communications team in ensuring all box office information such as concessions policies and opening hours are accurately and appropriately publicised via the website, in house marketing and recorded phone announcements.
- Implement sales strategies in line with marketing initiatives and promotions.
- Operate and monitor specific direct marketing campaigns.
- Ensure all public areas are clean and presentable and ensure that marketing materials, signage and screens are kept up to date and in-line with marketing publicity.

General

- Oversee the reception function we provide to resident organisations (tenants), including post/collections.
- Monitor stock levels at box office in collaboration with Box Office, Communities and Outreach Officer.
- Attend training opportunities provided by Rich Mix and develop relevant knowledge and skills.
- Ensure Rich Mix's policies as outlined in the Staff Handbook, including Equal Opportunities and Diversity and Environmental Policies, are implemented and reflected in all aspects of your work.
- Attend team meetings as required.
- Undertake any other duties commensurate with the status of the role and in keeping with its overall purpose.

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PERSON SPECIFICATION

Essential skills, knowledge and experience

- Experience of working in a box office in a venue and/or a cinema
- Experience of using a CRM software system, including ticketing and event set up
- Experience of managing a team of three or more people
- Experience of delivering a high standard of customer service
- Experience of cash handling
- Knowledge of arts marketing
- Knowledge of GDPR and data protection legislation
- Ability to work both independently and with a busy team, and to manage, train and motivate other colleagues
- Strong numeracy and IT skills, with a proficiency in Microsoft Excel and Word
- A confident, personable and friendly manner with a positive can-do attitude and ability to self-motivate
- Excellent verbal and written communication skills
- Strong attention to detail
- Confident in liaising with internal and external stakeholders including promoters, artists, customers and stakeholders in a professional manner
- Strong organisational skills, with ability to multi-task and prioritise workload effectively
- Ability to perform well in a busy environment
- A genuine passion for the arts, live events and cinema and a keen interest in the work, mission, vision and values of Rich Mix
- Understanding of the importance of inclusion and diversity in the workplace
- Understanding of the importance of working in an environmentally sustainable manner.

Desirable skills, knowledge and experience

- Experience of using Spektrix ticketing system
- Experience of using Artifax CRM system
- Experience of using Microsoft OneDrive, Teams, SharePoint
- Knowledge of the local area (Tower Hamlets and East London)

PLEASE NOTE

This job description reflects the requirements of Rich Mix in September 2021. The role and duties of the post are subject to change as the arts sector emerges from the impact of the pandemic and in line with evolving government regulations affecting our operations. Rich Mix

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reserves the right to make such changes as are necessary after any changes required have been discussed with the post-holder.

HOW TO APPLY

Please complete an **Application Form** and an **Equal Opportunities Monitoring Form** and send both to Joanne Williams, Executive Coordinator, at recruitment@richmix.org.uk by Tuesday 26 October 2021 at 12pm midday. Please ensure you include '[Your first name] [Your surname]: Box Office Manager' in the subject line.

There is no need to send a CV, cover letter or other supporting documents.

Please note that your Equal Opportunities Monitoring form is not shared with the hiring panel.

We actively encourage people from a variety of backgrounds with different experiences, skills, and perspectives to join us and influence and develop our working culture. We are particularly keen to hear from people of colour and candidates who self-identify as disabled.

If you would like this in a different format, please contact recruitment@richmix.org.uk

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