

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2016**

BOX OFFICE AND PATRON SERVICES MANAGER

FLSA STATUS: EXEMPT – PAY GRADE: 18 – C

**JOB FAMILY: THEATRE ARTS & STAGE PRODUCTION
JOB FUNCTION: INSTITUTIONAL ADVANCEMENT**

GENERAL STATEMENT OF JOB

The Box Office and Patron Services Manager oversees all subscription and single event sales, Box Office operations and VIP member and patron services. Establishes and maintains relationships with partners, show producers, company managers, VIP Members, patrons, administrators, colleagues, vendors and venue management teams.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

DEVELOPMENT

Manages and monitors the fulfillment of the VIP Theater Club benefits for approximately 800 members including VIP Parking, membership cards, and program name listings. Establishes procedures for tracking benefits received.

Oversees the development of relationships with high-level VIP members, oversees and establishes processes for the accurate and timely preparation of all VIP member monthly and annual correspondences and ensure they receive the highest level of customer service.

Researches, develops and implements box office processes to improve staff efficiency and customer satisfaction.

FINANCE

Develops and implements reliable and secure controls in inventory management, cash management, box office settlements, PCI compliancy, and internal audits.

Oversees the setup and administration of the financial reporting components of the Tessitura Ticketing System including GLs, payment methods, campaigns, and all deposits of ticket, service charge, advertising and contribution revenue up to \$8 million dollars annually.

Approves daily deposits, oversees the reconciliation of all transactions impacting revenue accounts, manages the maintenance and accuracy of event audits, Box Office event settlements, daily sales reports, daily deposits, and complex and/or special reports.

Ensures assigned staff prepare and maintain official box office documentation files for record and audit purposes. Completes and provides complex Box Office show statements for approval to show company managers and executive director as part of the show settlement process.

Creates and oversees the maintenance of daily revenue spreadsheets (wraps) and the forwarding of sales reports to production companies, booking agents, and other parties as directed. Sets up and maintains automated report schedules to facilitate the completion of these reports.

Oversees payment processing and establishes procedures for automated invoice billing.

MARKETING

Reviews all brochure copy to assure accuracy in ticket pricing, performance dates, venues, and policies.

Analyzes sales trends and inventory movement to recommend and implement various marketing strategies including discounts, dynamic pricing, promotion codes or other pricing changes as appropriate to increase show revenue. Researches data and designs reports showing additional revenue earned from dynamic pricing and other marketing initiatives.

Oversees and reviews customer feedback. Provides the Artist Series Marketing & Sales Department with weekly customer feedback reports.

TECHNICAL

Oversees the accurate and timely programming, including seating capacities and pricing structures, for approximately 200 performances/activities annually held in various venues/locations. Utilizes SQL to create custom ticket design fields, constituent header elements, and output set elements.

Provides day-to-day technical support, administration, and troubleshooting for the Tessitura Ticketing System and communicates with Tessitura Support as needed. Oversees the management and maintenance of all Tessitura Ticketing System Security modules and system tables.

Establishes and oversees database standards and procedures for over 240,000 client records. Strategizes and recommends new, more efficient ways to maximize the use of the ticketing software database to achieve organizational objectives, and keeps management informed of new developments.

Coordinates with Tessitura Consultants in the development of custom reports and creates master facility seating maps to integrate with the website. Utilizes HTML to create and edit show pricing and seating maps on the website.

Coordinates with Tessitura to schedule system upgrades. Establishes testing procedures for upgrades and customizations and oversees the testing and implementation process. Informs staff of Tessitura changes and updates that impact current business practices.

TICKETING & CUSTOMER SERVICE

Provides supervision and guidance to Assistant Box Office Coordinator, Patron Services Agents and other assigned staff on how to handle complicated customer issues. Has authority to assess and resolve escalated patron ticketing issues as needed.

Analyzes and reviews the performance of daily Box Office operations and all ticketing functions to ensure maximum efficiency, utilization of resources, and accuracy in task performance.

Oversees the processing of contractual, press, and promotional ticket requests.

Creates and oversees the maintenance of internal price and promotional codes lists.

Manages the Venue Will Call Box Office staff and volunteers. Develops Box Office work schedules for part-time Patron Services Agents and Will Call Box Office staff.

Leverages current trends in the ticketing industry to identify new trends to advance Box Office Department's services and technologies.

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Manages, in conjunction with the SMG Box Office staff, the accurate and timely creation of events and seating maps on Ticketmaster. Manages inventory of all tickets on Tessitura and Ticketmaster.

STAFF TRAINING

Trains full-time Assistant Box Office Coordinator. Oversees training of part-time Box Office Assistant, up to 8 part-time Patron Services Agents and up to 50 Box Office volunteers in sales and customer service techniques for phone, in-person, internet sales, and at the theater Will Call Box Office.

Oversees training staff in operating ticketing software and Box Office procedures including generating event audits, completing Box Office statements, running daily sales reports, and preparing daily deposits.

SUPERVISION RECEIVED

Supervision is received from the supervising administrator.

SUPERVISION EXERCISED

Supervision is exercised over support staff, volunteers and student assistants as assigned.

MINIMUM QUALIFICATIONS

Bachelor's degree supplemented by a minimum of three (3) years of related experience.

PREFERRED QUALIFICATIONS

Bachelor's degree supplemented by a minimum of five (5) years of related experience in box office operations including knowledge of ticketing software in a performing arts environment. Experience in Microsoft Office applications including Word, Excel, Access & PowerPoint. Experience in staff supervision.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Physical demands are essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

Language Ability: Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with co-workers, the public, and students.

Numerical Aptitude: Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

Manual Dexterity: Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: May not require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, or public/student contact.

Physical Communication: Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Effective: 3/03; Revised: 9/06; 12/16