

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2025**

ASSISTANT DIRECTOR OF TICKETING AND PATRON SERVICES

FLSA STATUS: EXEMPT – PAY GRADE: 20 -P

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

GENERAL STATEMENT OF JOB

The Assistant Director of Ticketing and Patron Services provides leadership and operational oversight of ticketing systems, box office management, and patron services for the FSCJ Artist Series. This position supervises box office staff, manages complex performance setups, and ensures the accuracy and integrity of all ticketing-related transactions and customer interactions. The role oversees day-to-day administration of the ticketing system and serves as the primary contact for internal and external stakeholders on ticketing logistics, sales pacing, and service strategy. The Assistant Director of Ticketing and Patron Services reports directly to the Executive Director of the Artist Series and works closely with relevant stakeholders to ensure ticketing operations align with institutional reporting, financial procedures, and system-wide data standards. This position plays a critical role in driving revenue, maintaining high-quality patron experience, and upholding contractual and organizational standards.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Provides strategic leadership for ticketing and box office functions, setting priorities and allocating staff resources to ensure efficient service delivery, adaptability to shifting demands, and alignment with organizational goals. Directs the box office as the primary driver of earned revenue and patron engagement, ensuring operations directly support institutional growth.

Supervises staff; prioritizes and assigns work; approves leave requests and timesheets; conducts performance evaluations; ensures staff are trained; ensures that employees follow policies and procedures; maintains a healthy and safe working environment; and makes hiring, termination, and disciplinary recommendations.

Manages ticketing configuration and sales operations for over 200 annual performances, including event set, performance schedules, venue mapping, pricing, inventory management, promotional offers, and special ticketing elements. Coordinates with external partners and internal departments to meet contractual and customer service standards. Continuously monitors events to support real-time updates, maximize revenue, and support seamless execution.

Directs resolution of patron service issues, guides box office staff in daily interactions and judgment-based scenarios. Serves as the primary escalation point for sensitive concerns, applying institutional knowledge and discretion to ensure patron satisfaction, policy alignment, and protection of the organization's reputation for service excellence.

Oversees departmental use of the ticketing platform, with a focus on box office functionality and patron services. Establishes standards for staff use and service practices to support data integrity and customer satisfaction. Manages ticketing user accounts, security permissions, and system

updates and provides expert support on ticketing operations, reporting, and integrations to ensure data accuracy and efficient workflows.

Manages box office revenue operations as the Artist Series' primary earned revenue stream, including payment processing, invoice billing, reconciliations, and financial documentation. Ensures compliance with financial reporting procedures and maintains complete and timely records. Implements controls to support financial integrity and collaborates with the leadership to align ticketing operations with institutional reporting standards, and audit requirements.

Prepares advanced ticketing and sales reports for internal departments and external partners to support decision-making, pricing strategies, sales pacing, and long-range revenue planning.

Directs the annual Broadway subscription renewal process, the Artist Series' largest revenue initiative, for box office operations from planning through execution. Collaborates with Broadway Across America and internal teams to develop renewal materials, subscriber communications, and pricing strategies aligned with market conditions and revenue goals. Ensures timely delivery and a seamless subscriber experience.

Leads continuous improvement initiatives in ticketing operations, focusing on workflow efficiency, user experience, and box office performance and identifies opportunities to enhance ticketing tools, patron-facing services, and operational procedures. Partners with internal leadership and vendors to implement enhancements that align with industry best practices and ticketing-specific needs.

Ensures accuracy and integrity of constituent records in the ticketing database to support box office operations, sales, and patron service. Establishes standards for data entry and list segmentation to ensure consistency and usability for internal stakeholders. Coordinates with relevant departments to align practices with organizational data standards and privacy policies.

Performs financial operations leadership duties supporting the accurate management of Artist Series assets in conjunction with the Foundation to support student scholarship needs.

Performs other related duties, as assigned.

SUPERVISION RECEIVED

Supervision is received from the supervising administrator.

SUPERVISION EXERCISED

Supervision is exercised over assigned staff.

MINIMUM QUALIFICATIONS

Bachelor's Degree from a regionally accredited institution. Five (5) years of increasingly responsible experience in ticketing operations, including at least (2) years in a supervisory role and direct experience administering a ticketing or CRM system (e.g. Tessitura or Ticketmaster).

PREFERRED QUALIFICATIONS

Bachelor's degree from a regionally accredited institution and seven (7) years of increasingly responsible experience in ticketing operations, including at least (3) years in a supervisory or leadership role. Three (3) years of direct experience administering a ticketing or CRM system (e.g. Tessitura or Ticketmaster).

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: 10/01/2025