



Position Specification:
Deputy Ticketing & Sales Manager
Ambassador Theatre Group

Private and Confidential



Deputy Ticketing & Sales Manager: All regional UK theatres

The Role

Reporting to the Ticketing & Sales Manager, the Deputy Ticketing & Sales Manager supports the Manager role, deputising when needed. The Manager has lead responsibility for the theatre's ticketing at a Venue level, ensuring that the ticketing system and staff are operating at optimum level.

The Deputy Ticketing & Sales Manager will work with the Ticketing & Sales Manager to ensure that staff are correctly and effectively rota'd and scheduled within any specified budgetary constraints. The Deputy will lead by example in selling tickets and other products to customers face-to-face and will provide the right environment for staff to be correctly trained, developed, and motivated in order to ensure that the audience receive the best service possible.

The Deputy Ticketing & Sales Manager will assist the Ticketing & Sales Manager in ensuring that all members of the Venue's Ticketing & Sales Team optimise sales and revenue management. The Deputy must show – and actively encourage – a proactive approach to sell and cross-sell theatre tickets, memberships, packages, lounges and ancillary products and to give the right information at any point of the customer buying a ticket (before, during and after the show). The Deputy will be responsible for ensuring that specific ticketing processes are adhered to so that budgetary targets are met and will need to deputise for the Ticketing & Sales Manager as and when needed. The candidate will need to embrace change and enable the Venue's Ticketing & Sales team to do the same. They must have excellent technological skills.

They must exemplify the best of the 'Ambassador' in the ATG brand by being pleasant and collaborative in their approach to their day-to-day work, liaising and communicating effectively with anybody and everybody that they come across.

Role Specifics

Reporting to: Ticketing & Sales Manager

Responsible for: The Supervisor and a team of Sales Assistants (Casual)

Optimising Sales and Revenue

- 1 To personally sell and cross-sell to customers tickets, memberships & retail products in accordance with ATG Company and Venue guidelines and to administer all payments accurately in order to maximise sales and minimise loss.
- 2 Ensure the sales of PP seats and Ambassador Lounge seat packages are sold at maximum price and volume and that regular reporting is maintained.
- 3 Proactively support marketing campaigns and any current revenue management initiatives, both providing ideas if they occur and encouraging the team to do the same.
- 4 Responsibility for ensuring all marketing collateral in the Box Office areas is up to date and relevant to achieving sales targets.
- 5 To be responsible for sales and redemption reporting for SOLT theatre tokens and to order and monitor stock of tokens for sale from Box Office.

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- 6 Support the development and successful implementation of new technologies by central Ticketing and IT teams.

People

- 1 To ensure the most effective and adequate staff cover at all times by preparing the weekly staffing rota and ensuring levels are managed within budget.
- 2 Input & sign-off weekly hours worked for all Box Office staff and keep the Ticketing & Sales Manager apprised.
- 3 To resolve customer service problems and initiate corrective action & liaise and inform with the Ticketing & Sales Manager on progress.
- 4 Enable the Venue's ticketing & sales Team to be trained, proficient and knowledgeable in:
 - 4.1 Customer Service from the beginning of the customer transaction to the end
 - 4.2 Health and Safety
 - 4.3 Current Sales technology and any successive IT to maximise sales
 - 4.4 Access membership scheme and requirements of access performances
 - 4.5 Data protection
 - 4.6 Cash handling
 - 4.7 Company and Venue policies
- 5 Manage staff issues as they arise including performance management & disciplinaries and apprise the Ticketing & Sales Manager of any issues.
- 6 Provide leadership and motivation by example to the team to develop – and encourage and support them in doing so.
- 7 Should the need occur, to act as Ticketing & Sales Manager on site.

Processes

- 1 To complete the relevant accountancy procedures, including recording daily Box Office takings and dealing with discrepancies as required.
- 2 Maintain stock levels and order as required tickets, stationery and publicity material.
- 3 Communicate as needed with Producers, their agents, Venue Management, Marketing, Customers, central Ticketing & Revenue Management teams.
- 4 Liaise as needed with Theatre management, ticket agents and visiting companies to administer ticketing allocations and reporting requirements.
- 5 Accurately checking and signing off new shows and maintaining the additions of Ambassador Lounge seat packages.
- 6 Ensuring that accurate and complete patron data is collected and maintained at every opportunity.
- 7 Liaise with the Contact Centre and Groups Contact Centre in resolving customer and ticket queries and ensuring BoxComm (show & venue) local information is maintained.
- 8 Liaise with Company Managers and manage ticket requests and cast allocations.

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- 9 Review and release company and technical holds in conjunction with Visiting Companies and Technical teams.

Policy / Law

- 1 Comply with all legal requirements of the Data Protection Act.
- 2 Adhere to Health & Safety procedures to minimise the risk of injury and accidents.
- 3 Attend HOD and sales meetings as required.
- 4 Adhere to ATG IT policy.
- 5 Understand access issues and anti-discrimination legislation and implement correct practices when serving access patrons.

Candidate Profile

The candidate must have the ability to work with anybody and everybody to ensure that the customer experience from beginning to end is seamless. Ideally the candidate will have experience in a similar environment.

Key skills and behaviours required for this role is the ability to:

- Motivate and self-motivate – encouraging and supporting the Ticketing & Sales team in collaborative working and new thinking to achieve commercial success.
- Learn and teach – to ensure that the Ticketing & Sales team has the correct information to do their job, is resourceful and has the right attention to detail, ensuring that you can also demonstrate your commitment to learning.
- Communicate with anybody and everybody in a way that is appropriate to them and encourage others to do the same.
- Change and develop and encourage others to do so.
- Anticipate any issues and to think of problems as solutions.
- Be accountable – for yourself and for others – in behaviours and target expectations.
- Be calm and polite and respectful in all situations.

Ambassador Theatre Group

The Ambassador Theatre Group (ATG) is an extraordinary success story. Founded in 1992, ATG is now the world's number one live-theatre company with nearly 50 venues around the world, including in the United Kingdom and the United States. ATG operates an integrated model across all key areas of the value chain – content production, venue management, and ticketing.

In 2013, ATG sold a majority share in the company to Providence Equity Partners (PEP). With PEP's backing, ATG continues to make its mark globally with ambitious plans for growth in Europe, North America, and Asia-Pacific. Since 2010, ATG has more than doubled profits from £17m to £36m EBITDA.

In 2016, Mark Cornell (former CEO of Krug Champagne, former President & CEO of Moët Hennessy US, and former Managing Director of Sotheby's Europe), joined ATG as the CEO. Under Mark's guidance, the business has placed an emphasis on improving the customer experience from ticketing to the theatre, strengthening relationships with producers, bolstering the internal operations, and delivering bottom line results.

Content Production

ATG is an award winning, internationally recognised producer with over 50 Tony and Olivier awards, whilst maintaining strong relationships with 3rd party producers. Dynamism, creativity and quality are at the heart of everything the company produces and ATG has worked with some of the brightest lights from film and television in the theatrical world.

Recent ATG productions in the UK include *Buried Child* starring Ed Harris, *The Spoils* starring Jesse Eisenberg, and *The Ruling Class* starring James McAvo. Recent ATG productions on Broadway include *Sunday in the Park with George*, starring Jake Gyllenhaal and Annaleigh Ashford at the newly restored Hudson Theatre. Award-winning producer Sonia Friedman OBE is a group partner and Sonia Friedman Productions (SFP) has recently produced the critically-acclaimed *Harry Potter and the Cursed Child*.

Venue Management

ATG's portfolio of historic West End theatres includes the Apollo Victoria, Duke of York's, Fortune, Harold Pinter, Lyceum, Phoenix, Piccadilly, Playhouse, and the Savoy. Across the UK, ATG has regional theatres in major cities such as Birmingham, Bristol, Edinburgh, Glasgow, Liverpool, Manchester, Milton Keynes, and Sunderland.

In the US, ATG operates 3 theatres in New York (including 2 on Broadway) and a number of other theatres in major cities. In Europe, ATG owns BB Group – an award-winning leading producer of premium musicals, ballet, and live music. ATG also tours extensively throughout the Asia Pacific region and currently maintains a Heads of Terms agreement with the Theatre Royal, Sydney.

Ticketing

ATG is the largest theatre ticket issuer in the UK, with a database of over 7 million UK households and issuing 11 million tickets annually. ATG successfully launched its ticketing operations in the United States this past December 2016 with the on-sale for *Sunday in the Park for George* at the historic Hudson Theatre on Broadway. ATG's online ticketing website www.atgtickets.com attracts 20 million unique visitors annually. Additionally, ATG runs TheatreCard, the world's largest theatre paid-for Membership Scheme with over 100k members.