

TICKET OFFICE SUPERVISOR – VISUAL & PERFORMING ARTS CENTER

DEFINITION

Under the direction of the Executive Director of the Visual & Performing Arts Center (VAPAC), oversees the ticketing/box office operations, leading a team of professional staff and students in efficiently providing a superior level of customer service to patrons and other constituents.

TYPICAL DUTIES

Oversees and supervises all aspects of ticketing operations – supporting walk-up, phone, mail and internet sales; trains, schedules, supervises and evaluates assigned personnel (a pool of approximately 15 Customer Service Representatives and the Ticket Office Assistant/Specialist); plans, organizes and directs ticketing for professional, student and community produced events; oversees the ticketing and customer relationship management system and its use; achieves a thorough understanding of the system, its hardware and software, and how it relates to departments throughout the organization, as well as the VAPAC's customers; accurately builds events in the system in a timely manner, using agreed upon pricing, scaling and tracking information; works with various departments to track, code and flag information in order to provide optimal system efficiency, reporting and analysis; prepares queries and generates reports needed to summarize and track ticket sales, financials and other information; serves as point person with the system's provider, working to assure high levels of up-time, resolve system-related performance issues, coordinate training, maintenance activities and system upgrades, etc.; develops and institutes service standards, policies and procedures related to ticket office operations; assembles and maintains the ticket office procedures and policies manual, using it to train ticket office staff as part of an ongoing quality control program; complies with Folsom Lake College and Los Rios Community College District policies and procedures; acts as a liaison between the ticket office and student organizations, campus departments, community organizations, commercial promoters and other event producers to determine the ticketing requirements of their events and prepare written advance sheets to document, summarize and communicate these discussions; with this information, works with event producers and coordinates ticket office resources to see events smoothly and successfully ticketed; acts as a liaison between the ticket office, patrons, house staff and security at events, providing assistance with seating, ticket and/or crowd control issues to ensure a high level of customer service; summarizes and provides reports regarding ticketing operations, including ticket sales reports documenting ticketing activity; reviews ticketing plans (e.g., ticket scaling/build; advance and public on-sale dates, subscription packaging, event coupons and pricing discounts, etc.) for presentations and advises the VAPAC Executive Director thereof; coordinates the appropriate use of special tickets (e.g., complimentary, held, wheelchair, promotional) according to agreed upon policies and procedures and in accordance with contractual obligations; assists with budgeting for ticketing equipment and staffing; monitors actual expenses verse budget and helps develop and implement course corrections for variations thereof; assists with the specification and purchase of ticket office equipment and software, and the maintenance/services/upgrades thereof; oversees ticket office supplies inventory, working with vendors to replenish as needed; enters data and other information into computers to assist with ticketing and promotion of events, maintaining of records, and communication with others; develops sales and training manuals emphasizing delivery of high levels of customer service; communicates regularly with ticket office staff to keep them apprised of current on-sale information; in conjunction with the

marketing department, conducts regular sales orientation meetings with ticket office staff; promotes and maintains high standards in customer service for ticketing operations; works with development department to ensure VIP patrons receive appropriate levels of service; monitors phone traffic through call management tools in the phone system and uses this information to optimize staff scheduling and training, as well as to provide feedback to VAPAC's marketing effort; develops ticket office as an effective sales/promotion force for the VAPAC; works cooperatively with the marketing and development departments as a key player in the VAPAC's overall sales, marketing and development efforts; works with marketing and development staff to develop and implement sales promotions, sales packages, loyalty programs and other strategic initiatives; proofs marketing materials for accurate ticket pricing and ordering information; provides VAPAC staff with feedback from front line ticket office staff; tracks customer complaints, compliments, concerns and other feedback in the ticketing and customer relationship management system and regularly shares this information with appropriate departments; provides event information to the general public and promotes positive customer service relations; collaborates with marketing department in exploring and implementing revenue management programs; works with the college's business services department and district's business and fiscal services to implement sound fiscal practices, procedures, systems and policy to ensure the accurate recording, reconciliation and deposit of ticketing-related transactions in compliance with legal and organizational requirements; responsible for financial and fiscal controls and accountability for the ticket office; regulates and monitors cash, check, credit card and banking transactions, deposits, reconciliation's, etc. as they pertain to the ticket office; maintains strict oversight of cash handling in the ticket office; performs the daily reconciliation of ticket office revenues; approves checks and refunds; supervises and regulates the accounting and fiscal control of all monies, tickets, and other valuables in ticket office safe(s); coordinates the setting up and balancing of cash drawers, and preparing of bank deposits; prepares and reports daily bank deposit logs; maintains records necessary to provide an audit trail of all ticket office activity; assists with audits; answers phones and sells tickets before performances and during normal business hours as needed; troubleshoots problems as they arise; and other duties as assigned.

QUALIFICATIONS

EXPERIENCE

Three years of increasingly responsible experience, including one year in a lead or supervisory capacity, working in a ticket office with a computerized ticketing system, preferably for a performing arts organization or presenting venue. Work with professional, community, and college performing arts productions is desirable.

EDUCATION

Bachelor's degree from an accredited college or university in business, arts management, or related field; **OR** an associate's degree from an accredited college or university in business, arts management, or related field **and** two additional years of work experience in a ticket office of related capacity such as office manager, accounting operations, etc. (for a total of five years experience); **OR** five additional years of work experience in a ticket office or related capacity such as office manager, accounting operations, etc. (for a total of eight years of experience).

SPECIAL REQUIREMENT

Possess and maintain a valid California Driver's License in compliance with Los Rios Board Regulation R-8343; employment is contingent upon meeting the requirements of Los Rios Board Regulation R-8343. This position may require operating a District or personal vehicle in order to complete assigned work within the scope of the position duties.

KNOWLEDGE OF

Accounting and cash handling procedures; budgets and budgetary control; team-building techniques and strategies; contemporary approaches to delivery of consistently high levels of customer service; principles and practices of effective supervision and training; interpersonal skills using tact, patience and courtesy; a thorough understanding and working knowledge of contemporary ticketing and customer relationship management systems is preferred, as is a familiarity with performing arts organizations and standard theatrical protocols; computer software related to office procedures and processes.

ABILITY TO (ESSENTIAL FUNCTIONS)

Perform the basic functions of the position; sustain regular work attendance; work a flexible schedule as needed to perform specific jobs and/or assignments including frequent evenings and weekends; be punctual and dependable; plan, organize, prioritize and supervise the workload of assigned areas of responsibility; supervise and oversee ticketing and customer service operations; organize activities to achieve an end in a timely manner; meet schedules and timelines; achieve a thorough understanding of the VAPAC's ticketing and customer relationship management system, its hardware and software, and how it relates to departments throughout the organization, as well as the VAPAC's customers; supervise the work of others; organize, schedule, direct and train a part time ticket office staffing pool; work independently with minimum of direction; work as a member of a team; work cooperatively with the public, student organizations, campus departments, community organizations, commercial promoters and other event producers; work effectively and sensitively with diverse constituencies; establish and implement quality customer service procedures and systems; read, understand, interpret and implement from reports, audits, manuals, artist riders, and other written documents; follow directions; communicate effectively in English, both verbally and in writing; give clear directions; be detail oriented and execute good judgment; analyze situations accurately and adopt an effective course of action; recognize and solve problems in a quick and efficient manner; effectively multi-task in a fast-paced environment; perform general math calculations such as addition, subtraction, multiplication and division, as well as basic accounting; maintain records and prepare reports; use desktop computers and software, including word processors, spreadsheets, e-mail and databases such as contemporary ticketing and customer relationship management systems; maintain current knowledge of policies, procedures, regulations; accurately analyze, interpret and apply laws, policies and regulations; maintain current knowledge of technological advances in ticketing office management.

Physical and Environmental Factors: Regularly lift up to 10 lbs. without assistance, occasionally up to 30 pounds.

TYPICAL EQUIPMENT USED (May include, but not limited to)

Contemporary office equipment such as desktop computers, copier, fax, telephone, calculator; ticket printers; cash drawers; two-way radios; etc.