

The PumpHouse Theatre

Box Office Coordinator Position Description

Hours of work	40 hours per week
Reports to	Business Manager
Salary Range	Approximately \$50,000 PA starting

Purpose of this role

The Box Office Coordinator manages the process of marketing and selling tickets to events at The PumpHouse Theatre. Ticket sales contribute significantly to the income of The PumpHouse and allow us to offer a heavily subsidised venue hire rate. The Box Office Coordinator is a key role within the organisation.

Ideal Candidate

- Knowledge and experience operating a box office and ticketing events
- Excellent customer service skills
- Strong networking and stakeholder engagement skills
- Knowledge of marketing and promotional concepts, able to write efficiently to promote events
- Knowledge of social media including Facebook, Twitter, Instagram, Pinterest and understand how each one works to engage with audience segments

Key Accountabilities	Key Tasks	Success Indicators
<p>Marketing and Promotion</p> <p><i>The PumpHouse Theatre has an effective and consistent approach to marketing events we host</i></p>	<ul style="list-style-type: none"> • In conjunction with the Business Manager, develop and implement a marketing plan for upcoming shows at The PumpHouse Theatre which includes: <ul style="list-style-type: none"> ○ Communication with patrons – social media and newsletters ○ Print advertising ○ Flyers, posters and ticket inserts ○ Press releases ○ Billboards • Marketing for PumpHouse events • Update and maintain The PumpHouse website • Prepare and send EDM campaigns such as “The PumpHouse Post” and “Opening this week”. 	<ul style="list-style-type: none"> • A fully documented marketing plan and budget that forms part of the annual business plan. The marketing plan will include goals, a budget, implementation plans and effectiveness measures • An average of two electronic direct mail campaigns sent per month to the full database and two to targeted groups • The PumpHouse website is up to date at all times • A standard marketing package is developed and implemented in conjunction with the Community Engagement Coordinator for events presented by The PumpHouse Theatre (e.g. movie nights, Inspire, Friday Forum etc)

Key Accountabilities	Key Tasks	Success Indicators
<p>Ticket Sales</p> <p><i>The PumpHouse Theatre provides a quality ticketing service for patrons and hirers</i></p>	<ul style="list-style-type: none"> Oversee all ticket sales via all channels, including internet, phone and in person at set box office times Recruit, roster, train and supervise casual box office staff in conjunction with the Business Manager Setup ticket sales in the relevant box office system, including any discounts or special code offers Manage all school and large-group bookings. Manage all gala night and complimentary ticket bookings Maintain the patron database and database of bulk purchasers (schools, ECEs, community groups etc) 	<ul style="list-style-type: none"> Patrons rate the service received from the box office highly in satisfaction surveys A sufficient number of box office staff are trained and available to cover all box office shifts Tickets for events are on sale at least two months before opening, or as soon as possible after hirer details are confirmed by the Business Manager The patron database is accurate and free from duplicates Group booking databases (e.g. Schools, Rest Homes, Social Groups) are well maintained and accurate
<p>Hirer Liaison</p> <p><i>The PumpHouse has effective systems to receive marketing information from hirers</i></p>	<ul style="list-style-type: none"> Supervise the supply of marketing and ticketing information from hirers in a timely manner Provide advice and support for hirers on marketing strategy and best practice Develop and maintain training material and documents that can be shared with hirers to upskill them on marketing and promotion of their productions 	<ul style="list-style-type: none"> Marketing advice shared with hirers is accurate, up to date, relevant and well received Hirers provide ticketing information in writing for every performance Where possible, hirers provide collateral (e.g. posters and flyers) that meets The PumpHouse needs
<p>Community Outreach</p> <p><i>The PumpHouse Theatre has strong links with the community which support participation and ticket sales</i></p>	<ul style="list-style-type: none"> Work with the Community Outreach Coordinator to develop and facilitate appropriate programmes that meet the needs of PumpHouse Theatre audiences and participants Visit external stakeholders to develop relationships between the community and The PumpHouse Theatre 	<ul style="list-style-type: none"> Community Outreach programmes reflect audience and stakeholder feedback and this information is shared within the organisation An overall increase in the number of group bookings facilitated by The PumpHouse box office Details of stakeholder visits and recorded

Key Accountabilities	Key Tasks	Success Indicators
<p>Reporting <i>The PumpHouse Theatre is accountable for investment made in marketing and promotional activities</i></p>	<ul style="list-style-type: none"> • Provide monthly reporting about achievements and outcomes • Provide six-monthly reports on marketing effectiveness and make recommendations • Ensure Auckland Council Key Performance Indicators for website and social media engagement are met • Complete monthly box office reconciliations in conjunction with the Office Administrator and/or Treasurer 	<ul style="list-style-type: none"> • Auckland Council Key Performance Indicators are met or exceeded • Monthly reports are received by the Business Manager on the second Monday of the month • Six-monthly reports are received before the of the next month • Monthly audit procedures are completed to ensure box office reconciliations are completed accurately

Key Competencies	
Relationship Management	Represents The PumpHouse and its hirers with enthusiasm. Proactively builds and maintains productive working relationships with a range of stakeholders. Has an awareness of the needs of diverse communities and responds appropriately.
Project Management, planning and organisation	Demonstrates a clear understanding of planning and efficient time management to ensure projects are delivered on time. Develops systems and documentation to support project planning.
Communication	Has a good level of written and verbal communication skills such that interactions with stakeholders are at all times professional and polite. Open, honest and confident in public settings. Willing and able to interact with stakeholders.
Team Work	Contributes to and supports the aims of the North Shore Theatre and Arts Trust Board. Empowers and supports colleagues and Board members by working together collaboratively with a solution focus.
Technical Knowledge	Solid understanding of marketing concepts and how to implement these in an arts environment. Confident using Word, Outlook, Excel and appropriate publishing software. Knowledge of social media and associated tools such as Facebook, Twitter and Instagram.