

Marketing Officer – Groups



Job Description
Person Specification

March 2017

Wycombe Swan is one 12 venues within HQ Theatres & Hospitality's (HQT&H) current portfolio of regional theatres and concert halls. HQT&H currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

HQ Theatres & Hospitality (HQT&H), the UK's second-largest venue operator, is a division of Qdos Entertainment Ltd, one of the largest entertainment Groups in Europe.

As one of the UK's leading regional theatres Wycombe Swan presents a diverse and exciting range of productions throughout the year. This makes for an inspirational working environment and one that attracts many talented and passionate individuals. With a range of opportunities on offer we are always looking for ambitious people to join the team and help us spread the word about the venue and its programme.

- Employment type:** Full Time
A job share would be considered for the right candidate/s
- Salary:** c. £18,500 p.a. dependent on experience, ability and potential [or hourly rate]
- Hours:** 40 per week over 5 days out of 7, subject to variation to meet business requirements. Working hours may include evenings, weekends and Bank Holidays.
- Work location:** You will be based at Wycombe Swan, High Wycombe and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.
- Purpose of the role:** Working in close collaboration with the Marketing, Hospitality, Community & Education and Box Office teams, your prime responsibility will be to promote and grow the sale of tickets, secondary spends and promotions, with specific focus on maximising groups and school bookings, footfall and expenditure.
- Our ideal candidate:** A natural networker and self-starter who is comfortable and adept at interacting with people and building effective relationships. Along with customer service experience, you'll demonstrate an active interest in theatre, the arts and a genuine desire to engage with all strands of our local and wider community.
- Closing date:** 5pm, Friday 28 April 2017
- How to apply:** Send your CV and a covering letter to admin@wycombeswan.co.uk. Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board!

REPORTING

You will report directly to Wycombe Swan's Marketing & Sales Manager.

The posts you will line manage in this role include the Advocates programme. Wycombe Swan advocates are a small dedicated team of volunteers who support and raise awareness of the venue and its programme.

KEY ACCOUNTABILITIES**STRATEGIC**

- Successfully manage key external relationships and partnerships with groups and school bookers.
- Research, identify and develop new group bookers for both private and corporate business and establish an ongoing relationship with them.
- Identify and attend any networking events as directed by the Marketing & Sales Manager, Education & Community Manager with an objective of promoting the venue to groups.
- Encourage, develop and upsell attendance at any relevant workshops associated with visiting productions.
- With the support of the marketing team input and develop targeted campaign plans to announce the season and shows through the relevant group publications, websites and listings.
- Meet group and schools sales targets as set by the Marketing & Sales Manager and review on a monthly basis.
- Analyse data in order to develop target lists and relevant content offers for existing and new group bookers to support the Venue Business Plan.
- Liaise with the Community and Education Manager regarding potential leads for new school business.

OPERATIONS

- Lead occasional Group and VIP tours of the venue in a highly professional manner as and when required.
- Provide first point of contact service for Wycombe Swan's advocate scheme, disseminate the relevant sales information and support their group booking activity as and when required.
- Use the Ticket Office system to sell and issue tickets, as instructed and in accordance with system procedures.
- Ensure all up-sells are maximised, for example a similarly-themed show, a hospitality item, a merchandise item and/or a Friends membership.
- Assist with ticket and general enquiries over the phone, in person and via e-mail in a professional, efficient and courteous manner.
- Keep abreast of all Wycombe Swan's information and activity, including performances and hospitality events.
- Ensure accurate data is collected from customers is recorded in a consistent manner and kept up to date within the context of the Company's Data Protection policy and venue guidelines.

FINANCIAL

- Administer and collect group booking unpaid accounts and control any assigned budgets, as instructed.
- Ensure deposits and other monies received for bookings and sales are collected and receipted in line with Company cash handling policies and procedures, including adherence to end of shift cashing up procedures.
- Prepare and disseminate, as required, accurate and prompt financial data such as (but not limited to) transaction records and invoices in accordance with Company financial policies, guidance and systems.

ADMINISTRATION

- Support the venue's Senior Management Team in organising and managing electronic and paper-based business documentation, ensuring it is kept up to date.
- Adopt a proactive and flexible approach to planning, prioritising and implementing day to day job role administration, including drafting and preparing emails, letters, reports, minutes, forms and procedures.
- Organise, attend and proactively contribute to meetings as the job role requires, preparing agendas, acting as note taker and observing sensitivity and confidentiality where appropriate.

HEALTH & SAFETY

- Adhere to all Company and venue Health and Safety policies and practices as required and instructed.

Recruitment, Training and Development

- Undertake training and development relevant to the successful execution of the job role.

Other Responsibilities

- Dress in accordance with Company uniform policy and as required for the successful execution of the job role, including wearing protective clothing where issued and instructed.
- At all times, act as an ambassador for the venue and HQT&H.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.

PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

Experience

- Knowledge of the sales process and previous customer service experience is essential.

Skills

- The ability to build relationships quickly and effectively in order to secure business.
- The ability to negotiate and influence whilst always ensuring customer needs are met.
- The ability to communicate effectively across multiple levels with sensitivity and discretion.
- At least [specify competency level of Outlook, Word, Excel and/or other IT skills required] for reporting, mail merge, label generation).
- Excellent written and verbal communication abilities in dealing with colleagues, the public, stakeholders and industry colleagues.
- Excellent organisation and administrative skills.
- The ability to plan and prioritise workload and meet deadlines.
- Self-motivated and able to work effectively independently and as part of a busy team.
- Able to operate in a calm, courteous and professional manner, particularly when under pressure.

Knowledge

- A knowledge of and proven interest in events, music and theatre.
- A good knowledge of the local area.

Attitude

- A strong customer service focus and a genuine desire to deliver an excellent experience.
- A 'can-do' attitude and a willingness to "go the extra mile".
- A positive, flexible approach to the job role, work colleagues and peers.
- A presentable, professional and approachable manner which sets an example for others to follow.
- Willing to work flexible hours including evenings, weekends and Bank Holidays.
- Willing to undertake training, learning and development relevant to the job role.
- Willing to conform to dress code.

Desirable

- Previous experience of working in a theatre or ticketing environment.
- A working knowledge of Audience View or similar ticketing system.
- A car owner and driver, willing to drive for work related reasons.