



## **JOB DESCRIPTION**

### **Ticketing & Sales Manager**

#### **WHAT IS THE ROLE?**

The Ticketing and Sales Manager is responsible for developing and managing the ticketing for Buzz Tickets.

Buzz Tickets is a partner company of ebp Group, offering an in-house bespoke ticketing platform for The Buzz, London's first ever purpose-built venue for immersive and interactive theatre. The company is also a third-party ticketing agent.

The role offers huge opportunity to be part of growth and development. Reporting to the Directors, you will manage the day to day administration of the ticketing system, in house call center and develop new business potential for Buzz Tickets and third-party clients.

#### **WHO ARE WE?**

The ebp Group has five divisions: Production, General Management, Talent Management, Buzz Tickets and The Buzz.

To date, it has produced over 50 live tours in its first 5 years with our own clients and on behalf of major management companies. Our productions vary across many genres.

We work with artists who inspire and interest us and as our interests and tastes are varied then so are our shows and our boutique talent management rostra.

ebp was founded by Emma in 2013 and is now run by Emma and her brother Ralph. We are small but extremely committed team with a big output and bundles of energy.

#### **WHO ARE YOU?**

This role is varied, busy, exciting and challenging. You need to be ready for this from day one.

As a team we are always prepared to muck in at every level and we would expect you to do the same.

Multi-tasking should be second nature to you.

You will be a lateral thinker.

You will be a forward thinker. Pre-empting the obvious issues and avoiding them at all cost.

You will be a senior representative of Buzz Tickets and The Buzz to all relevant parties and stakeholders. We want you to bring your own panache to the team but to always maintain our standards, style and attention to detail.

You will have worked either in a similar role or as part of a Box Office Team.

You will be energised and motivated by creating this role in a new venue in a young company.



## **JOB DESCRIPTION**

### **Ticketing & Sales Manager**

#### **THE DETAIL**

There are the distinct responsibilities we have outlined these, in detail, to give you a thorough overview.

#### **Management of Buzz Tickets**

To act on behalf of Buzz Tickets, The Buzz and ebp. The candidate will be working with multiple stakeholders in varying capacities.

To extract and analyse weekly/daily reports for finance to ensure that all invoicing is accurate.

To be responsible for completing relevant documentation in relation to the entire operation.

To act as the ticketing systems manager (currently Spektrix) including the configuration of events, cleaning and maintaining the database, installing updates, designing new reports, creating new facilities, fixing technical problems and liaising with the system provider and other suppliers.

To maintain, refurbish and look after all hardware required to run the entire operation. This includes arranging the delivery and set up of terminals, printers and scanners at venues where required

To ensure that the Spektrix system is updated to allow for tickets to be purchased.

To set up offers and promotions as required.

To act as Data Protection Officer and ensure that all members of the team are aware of issues around data protection (GDPR) and apply these when taking bookings and across the entire business.

To maintain the company iPBX phone lines and individual IVR messaging to encourage strong sales conversion.

To implement and maintain an overall sales strategy for Buzz Tickets.

Provide an efficient and productive booking system for the public, including counter (where applicable), phone and online sales.

Monitor ticket sales and communicate any concerns to the appropriate stakeholders.

Liaise with promoters and producers to ensure income is maximised and targets achieved.

To keep up to date with industry ticketing and marketing practices and with system developments to ensure best value effectiveness and disseminate this knowledge amongst colleagues.

To provide meaningful insight into audience characteristics so as to maximise revenue for Buzz Tickets and all stakeholders.



## **JOB DESCRIPTION**

### **Ticketing & Sales Manager**

To increase customer retention, loyalty and frequency/volume of tickets purchased. Interrogate box office information to identify key customer segments, trends and purchasing patterns, and provide recommendations of ways this can be interpreted to inform marketing activity and tailor communication to customer needs.

To undertake ongoing audience research into our data.

To prepare, segment and design direct email campaigns in line with a schedule and evaluate the effectiveness through analysis.

To manage the company's social media accounts.

To continuously update the company website and be wholly responsible for maintaining the CMS.

#### **Management of The Buzz Box Office (and box offices of other clients):**

In collaboration with finance, the role is responsible for all invoicing of other third-party agents as well as cross referencing all debtors.

To complete the relevant accountancy procedures, accurately recording the daily Box Office takings, dealing with discrepancies as required.

To liaise with ebp and The Buzz management and directors, ticket agents and visiting companies.

To liaise with multiple UK venues and ticket agents, managing allocations, call overs, mark backs and customer records for multiple concurrent shows.

To work with other departments to create sales strategies for specific productions and our venues.

To lead the Box Office team to achieve sales targets as set by varying stakeholders.

To take part in marketing meetings as required for venues and individual productions.

Provide training for box office staff, both at the induction stage and on an ongoing basis, to ensure standards are maintained and as required.

To be responsible for the recruitment of employees in line with the individual venue requirements and company policy

To train key venue personnel in all aspects of the box office system so that they can use the system as required for reporting.

Maintaining a friendly and welcoming service for customers.

Ensure all box office information such as concessions policies and opening hours are accurately and appropriately publicised via the website and recorded phone announcements.

Dealing with customer comments and complaints in an appropriate manner



## **JOB DESCRIPTION**

### **Ticketing & Sales Manager**

#### **Business Development**

To identify opportunities to increase income from seed to fulfilment.

To liaise with the Directors regarding opportunities and potential income generation.

To actively seek out new opportunities, and spot gaps in the current operation where more income can be generated.

To pitch our business to potential clients in person, over the phone and via written communications.

To attend industry functions, events and conferences to improve our brand awareness and cultivate leads.

To identify sponsorship opportunities that will benefit the business and formulate proposals for the Directors.

#### **Requirements**

Applicants need to possess and demonstrate the following:

- Knowledge of Spektrix.
  - Experience in the preparation and writing of reports (including sales, reconciliations and event reports)
  - Proven ability to work in a high-pressured environment, with competing priorities, stakeholders and deadlines
  - Exceptional attention to detail, with excellent written and verbal communication skills
  - Proven experience in managing the public in a customer service focused role
  - Computer and administration skills packages include Outlook, and the Microsoft Word and Excel program
  - At least two years' ticket sales experience, with Box Office, major event or Agency Management experience
- OR
- Experience working in an organisation which offers subscription and multiticket purchase platforms, as well as a large volume of single tickets
  - Possess excellent people management skills
  - Conscientious and self-motivated
  - Positive attitude and a team player
  - Excellent time management skills and the ability to prioritise workload and meet tight deadlines
  - Strong oral and written communication Strong financial and commercial awareness
  - Good communicator and networker
  - Adaptable and able to respond quickly to changing demands and events



## **JOB DESCRIPTION**

Ticketing & Sales Manager

### **Terms and Conditions**

- Start Date:** Immediately
- Salary:** £28,000 to £32,000 Base Salary plus commission dependent on experience
- Hours:** 5 days a week (potentially with flexible hours)  
Normal offices hours are between 10am and 6pm, Monday to Friday, with one hour for lunch.
- Term:** Full-time contract with a probationary period as below
- Holiday:** The basic annual holiday entitlement with pay is 20 days per year pro-rata. In addition, authorised public holidays and the period between Christmas and New Year are given as holiday
- Probation:** Six months from the first of day of appointment.
- Notice Period:** One month during probation. Three months on completion of probation