

# Ticketing Manager

## **WATFORD COLOSSEUM**

Job Description

Person Specification

July 2017

**Watford Colosseum** is one of 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.

**Watford Colosseum** is Watford's home of entertainment boasting some of the best live music, theatre, comedy and other entertainment outside Central London. **Elton John, Rod Stewart, One Direction and Jimmy Carr** are just a few big names that have starred on our stage. Watford Colosseum is also home to the BBC Concert Orchestra and has been used to record the soundtracks of films including The Lord of the Rings, The Sound of Music and Star Wars.

**Employment type:** Full time

**Salary:** c. £20,000 p.a. dependent on experience, ability and potential

**Hours:** 40 per week over 5 days out of 7 [Monday to Sunday] subject to variation to meet business requirements. Working hours will include evenings, weekends and Bank Holidays.

**Work location:** You will be based at **Watford Colosseum** and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.

**Purpose of the role:** To contribute to the achievement of the venues financial, attendance and service targets by managing effectively and within budget a customer-focused, proactive, skilled, well-motivated Ticket Sales operation which maximises all revenue opportunities and promotes the growth of attendance at performances and events of all kinds at the venue.

**Our ideal candidate:** The ideal candidate will be a good communicator, committed to providing excellent customer service, an organised persona and be able to work as part of a small team.

**For an informal discussion contact:** Alice Pegrum, Venue Business Administrator  
01923 474100, [apegrum@watfordcolosseum.co.uk](mailto:apegrum@watfordcolosseum.co.uk)

**Closing date:** Sunday 23 July, 5pm

**How to apply:** Send a completed application form to [apegrum@watfordcolosseum.co.uk](mailto:apegrum@watfordcolosseum.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 the **Venue Director**

The posts you will line manage in this role are: **Ticketing Assistants**

**KEY ACCOUNTABILITIES**

- With other Colosseum management colleagues, contribution as required by the Director to the formulation of the venue's annual business plans and budgets; and to the setting of annual and periodic business and service targets and objectives.
- Recruitment, induction, training, motivation and performance management within budget of Ticket Sales staff, to ensure that their performance contributes to the achievement of the Colosseum's ticketing quality, service and business targets.
- Development and management of a training programme for the Colosseum Ticket Sales staff, in line with HQ Theatres & Hospitality policies, with appropriate standard and target-setting, and review.
- Development and management of Work Experience and Internship programmes at the Colosseum, in line with the Venue's business, service and quality targets.
- As a key holder, undertake out of hours call-out duties as part of the duty management team taking appropriate remedial action once on site according to procedure.
- Management of the systems, resources and equipment of the Ticket Sales function at the Watford Colosseum, so as to maximise sales and attendances, and to meet agreed customer service targets.
- Contribution as required by the Watford Colosseum Venue Director to the setting of ticket prices and targets, performance times, and other related customer policies.
- Provision of accurate and comprehensive analysis of ticket sales booking patterns and other related data, as the basis for decision-making about Marketing and other functions.
- Accuracy of booking, prices and performance times information in Watford Colosseum print and on its website.
- Development, implementation (including via personal involvement) and monitoring of proactive telephone campaigns to generate ticket sales for shows and events, and to generate corporate bookings and opportunities at the Watford Colosseum.
- Development and monitoring of customer service standards offered by all direct reports to relevant internal and trade customers, so as to achieve targets and standards as agreed with World Class Service Limited.

- Management of all delegated functions of the Watford Colosseum as above so as to ensure that HQ Theatres & Hospitality Ltd's Health and Safety at Work policies and practices are fully implemented at all times.
- In respect of delegated responsibilities, adherence by the Watford Colosseum to all statutory and regulatory requirements underpinning its operation, ensuring that HQ Theatres & Hospitality is fully protected at all times - in particular in respect of Data Protection arrangements.
- Any other related duties as may, from time to time, be reasonably required by the Director.

**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 wear protective clothing where issued and instructed.
- Attend and, if required, note take meetings as required.

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:

**Essential**

- Proven successful experience of proactive, customer-focused ticket sales for theatre and/ or entertainment events.
- Proven successful experience of the management of teams towards the achievement of sales and customer service targets.
- Knowledge based on experience of computerised ticket sales systems.
- Knowledge based on experience of Data Protection legislation. Literacy, computer literacy, and numeracy appropriate to the requirements of the post.
- High level communication skills and an excellent manner when dealing with the public, stakeholders and industry colleagues.
- An ability to be flexible to business need and work calmly and effectively under pressure.
- Evidence of high-level organisational ability.
- A pro-active and positive approach to solving problems in a prompt and independent manner.
- Ability and willingness to work not only during the weekly daytimes, but also, as required, in the evenings, at weekends and on bank holidays.

**Desirable**

- Experience of working in a venue or theatre environment.
- Experience working with Audience View or a similar ticketing software.
- A strong customer service focus and a genuine desire to deliver an excellent experience, every time.
- A 'can-do' attitude and 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.