

**PLAY  
TO THE  
CROWD**

Arts & Education Charity  
Winchester



**Join the family**

**Job Pack:  
Box Office Supervisor**





“The team at the theatre are organised, professional, and very welcoming. We felt at home.”



“I can't imagine our community without Theatre Royal Winchester, the extraordinary Hat Fair or Playmakers.”



# Hello and welcome

**We are delighted you are interested in coming to work with us at Play to the Crowd.**

We are a fantastic arts and education charity based in Winchester, Hampshire, with a friendly, committed core team of about 25 people with a further 25 or so in the broader casual team as well as many volunteers.

People say they love working with us because they feel part of a family and everyone pulls together in a supportive environment to make wonderful, memorable experiences for our audiences and participants.

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## About this role

This is a part-time, permanent position (20 hours per week) with a salary scale of £23,793 rising to £26,227 (pro rata) depending on length of service.

The Box Office Supervisor is a key new role within the Communications and Development Team managing the day to day operations of the charity's Box Office. This will include working with the wider Communications team to increase ticket income, develop group sales, maximise fundraising opportunities and upsell merchandise and packages. The role supports the Box Office and Data Insights Manager, acting as their deputy when required.

The Box Office Supervisor plays a vital role in communicating with our customers, developing new audiences as well as helping to create an excellent audience experience.

This role may be required to work both daytimes and evenings. The role will primarily be based on the Box Office counter but will involve working in the office as well.



# What you will do

## Sales and Communication

- Provide and ensure excellent levels of customer service across the team
- Sell tickets and upsell merchandise, refreshment packages and gift vouchers - whether in person or by telephone for all of Play to the Crowd's activities
- Assist with all ticket queries from customers, staff and visiting companies, contacting ticket holders with any changes in the performance schedule
- Open and close Box Office, ensuring takings are counted and placed in the safe
- Ensure the security of the Box Office is maintained at all times
- Manage ticket agent allocations efficiently
- Set up sales reports for visiting companies and prepare reports for other purposes as required, manage company holds
- Help to ensure customer records are accurate, regularly de-duping and checking new accounts
- Together with the Box Office and Data Insights Manager, manage key external relationships with group and school bookers ensuring timely, warm communications and prompt payment
- Work with the wider Communications Team to sure all listing sites are up to date with the current programme and assist with postal mailings as and when required
- Help distribute print to key points around the city centre

## Preparing for incoming audience prior to performance

- Ensure that the seats from any sold wheelchair positions have been removed by the Technical team
- Be the initial point of contact to welcome ticket holders to the building, distribute any COBO tickets and be responsible for any ticketing queries
- Distribute hearing loop headsets and assist the Duty Manager with any other tasks required

“Play to the Crowd offers glorious theatrical opportunities and experiences that enrich us all.”



# What you will do

## Audience Experience

- Act as the main information and reception point for the venue, ensuring a professional, customer focused welcome for all visitors including professional companies, hirers and the general public
- Actively engage with the charity's customers and provide the best level of customer service at every point in the customer journey
- Deal with any customer service issues that may occur either in person, on the phone, via email, or via the post show questionnaire in a professional, on brand manner
- Report feedback – both positive and negative – to the Box Office and Data Insights Manager, or relevant team member, to help Play to the Crowd improve our service, systems & offer
- Champion our accessibility, and help to improve our offer for those with access requirements
- Work as part of a team to constantly improve the Front of House environment, audience experience and to champion the organisation's values
- Ensure lost property is correctly logged, stored and removed after a suitable time

## Fundraising

- Maintain excellent knowledge of the charity's Memberships and other fundraising opportunities, proactively encouraging donations and Memberships sign ups
- Support the Fundraising Manager in the administration of the Membership schemes, benefits and events
- Ensure gift aid declarations are collected where applicable
- Actively promote Play to the Crowd as a charity to customers



# What you will do

## Staff Management and Administration

- Deputise for the Box Office and Data Insights Manager when required
- Support the Box Office and Data Insights Manager in developing rotas and timesheets when required
- Help to ensure the existing team are adequately trained on Spektrix and other systems
- Ensure customer records are maintained and accurate, customer consents are checked, and the database is regularly 'de-duped'
- Report any issues and suggest improvements to the Box Office and Data Insights Manager to help the charity continually improve the efficiency and effectiveness of our use of Spektrix
- Ensure that the Box Office, Bar, leaflet racks and poster sites are always tidy and contain in date flyers and posters
- Print and send any tickets for posting
- Monitor and respond to enquiries to the Box Office email address, forwarding communications to the relevant team member

## General

- Ensure thorough knowledge of all upcoming activities of the charity
- Be prepared to be flexible and work across the organisation where necessary to support other areas of work or colleagues when required by the needs of the business
- Champion the organisation's values and adhere to organisational policies and procedures
- Act as an advocate for the organisation
- Carry out all tasks in accordance with best practice and organisational action plans in respect of diversity and disability equality
- Attend internal/external meetings, training and other forms of staff development and be available to work at evenings, weekends and bank holidays when necessary
- To act as a dedicated first aider and fire marshal
- Other tasks as and when required



“We love the cultural richness brought to Winchester from Play to the Crowd. Long may it continue”



# What you will bring

## Knowledge, experience and skills

### Essential

- Excellent written & oral communication skills
- Able to work flexible hours including evenings and weekends
- Experience of supervising staff
- Excellent attention to detail
- Demonstrable initiative
- Experience of working in a customer facing role
- Strong sales skills
- Ability to work under pressure
- Ability to analyse data
- Knowledge of GDPR
- Cash handling skills

### Desirable

- Experience of working within an arts venue
- Experience of working with a ticketing system (ideally Spektrix)
- Understanding of Marketing and Fundraising principles
- Understanding of Access ticketing

### Personal Qualities

- Passion for the arts
- Imagination and creativity
- Confidence in working with a diverse range of people
- Honesty and integrity
- Willingness to learn





# Job details

**Job title:** Box Office Supervisor

**Reports to:** Box Office and Data Insights Manager

**Contract:** Permanent, part-time

**Salary:** £23,793 rising to £26,227 (pro rata) depending on length of service

**Hours:** 20 hours per week

**Location:** Theatre Royal Winchester

**Holiday:** 25 days annual holiday plus bank holidays, increasing by 1 day a year up to 30 days plus bank holidays (pro-rata for part-time employees)

## Benefits:

- Contributory pension
- Employee Assistance Programme
- Access to complimentary theatre tickets
- Free membership of Play to the Crowd
- Bar discounts

# How to apply

Please download an application form from [playtothecrowd.co.uk/jobs](https://playtothecrowd.co.uk/jobs)

If you want to know more or for an informal chat about the role please contact [kirstie@playtothecrowd.co.uk](mailto:kirstie@playtothecrowd.co.uk)

In addition to a commitment to the values, aims and objectives of Play to the Crowd, candidates should be able to show clear evidence of how their knowledge/skills/experiences match the Person Specification and support delivery of the Job Description in their application.

Play to the Crowd is an equal opportunities employer and welcomes applications from people from the widest possible diversity of backgrounds, cultures and experiences.



# About us

Play to the Crowd is an arts and education charity which consists of:

- **Theatre Royal Winchester**, our lovely 400 seat heritage theatre with a busy, diverse programme and our own annual pantomime production.
- **Hat Fair**, our famous International Outdoor Arts Festival.
- A year round programme of creative learning, participation, community projects and youth work including **Playmakers Youth Theatre**.

The charity also has a wholly owned trading subsidiary called – wait for it – Trade to the Crowd!

We are proud to connect with over 150,000 people each year and turnover approximately £2m a year of which over 90% is earned or fundraised income.

## Our vision and identity

We believe in a world where **Communities are Delighted and United** through live performance and participation.

We put **culture, learning, joy** and **community** at the heart of all our work. We run both a beautiful heritage venue, **Theatre Royal Winchester**, and the internationally recognised Outdoor Arts Festival, **Hat Fair**.

## Our values

- **Inclusive** – we believe in collaboration and equitable access to the arts for all
- **Passionate** – we are passionate about and ambitious for the positive impact our work has on people's lives
- **Kind** – we foster kindness for each other, our environment and the diverse communities with whom we work

## Our mission

To **Delight and Unite Communities** through the power of live performance and participation by:

- **Celebrating** the joy that excellent creative performance experiences offer
- **Connecting** people together to improve community cohesion and reduce loneliness
- **Improving** mental wellbeing and fostering happiness
- **Nurturing** talent and offering opportunity





# Our personality

**PLAY  
TO THE  
CROWD**

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Winchester

## **Friendly**

Warm, relaxed,  
relationship-building, ready  
to have fun along the way.

## **Bold**

Getting out there,  
getting involved, standing  
up for what's right.

## **Collabrative**

Always open to working  
together, listening and  
acting respectfully.

**incorporating**

**THEATRE  
ROYAL  
WINCHESTER**

**HAT  
FAIR**

**PLAYMAKERS**

## **Approachable**

Expansive, amiable,  
inviting all-comers, the  
opposite of elitist

## **Cheeky**

A little bit naughty yet  
always nice, full of life  
and gentle irreverence

## **Playful**

A provider of fun and  
frolic, we believe in play.

## **Vibrant**

Buzzing, alive, colourful;  
full of interest, excitement  
and enthusiasm

## **Expressive**

Unselfconscious,  
creative, committed and  
always captivating

## **Curious**

Our creativity will be  
invitational, intriguing and  
inquisitive

## **Sociable**

Meeting people and  
making them happy,  
one-on-one or whole  
crowds

## **Intriguing**

Mystery and excitement  
that draws people in,  
often new, always original

## **Open**

Our practice will be  
transparent, accessible  
and shared.

“The team were so warm,  
friendly and first rate. They  
made the day so easy”





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