

KEY INFORMATION

Role Title	Guest Experience Manager (Maternity Cover)
Reports to	General Manager
Responsible for	The posts you will manage in this role include relevant supervisory staff, customer experience assistants (covering front of house retail and box office operations), apprentices, and volunteers. This post liaises with relevant venue and central teams (including Trafalgar Tickets personnel) third party contractors, external clients and visiting company members.
Hours	Average of 40 hours per week over 5 days out of 7 on annualized contract, subject to variation to meet business requirements. Working hours will include evenings, weekends and Bank Holidays.
Contract	9 months maternity cover fixed term contract.
Annual Leave	33 days per annum, inclusive of Public Bank Holidays.
Salary	£26,500 - £28,000 pro rata
Location	You will be based at Lyceum Theatre, Crewe and may be required to travel to and work at other Trafalgar Theatres venues. Approved travel expenses will be reimbursed.

ABOUT TRAFALGAR ENTERTAINMENT (TE)

Co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017, Trafalgar Entertainment is a premium international live entertainment business focused on new productions, venue ownership, Performing Arts education, theatre ticketing, the distribution of live-streaming innovative content and the provision of great theatres where people can come together to share in the experience of live entertainment. TE is home to Trafalgar Theatres, The Chiswick Cinema, Trafalgar Theatre Productions, Trafalgar Releasing, Trafalgar Tickets, Stagecoach Performing Arts, Drama Kids/Helen O'Grady Drama Academy, ticketing company London Theatre Direct, Stagedoor, Jonathan Church Theatre Productions, and Imagine Theatre.

ABOUT TRAFALGAR THEATRES

Trafalgar Entertainment is home to **Trafalgar Theatres** (with 23 venues in the UK, Sydney, London, and across the UK), including four London Theatres - **Trafalgar Theatre, The Bridge Theatre**, and the new **British Airways Theatre, Olympia**.

We are passionate about entertainment, audiences, and the live experience and we value **Creativity, Collaboration, Excellence** and **Respect**.

ABOUT THE ROLE

This is a hands-on, operational role supporting the delivery of a range of events and activities held at the Lyceum Theatre, Crewe. Confident in managing and leading a team, you will be passionate about delivering the highest quality in service to meet expectations of a range of visitors to the venue. You will act as in-venue lead on ticketing operations, providing a bridge between local leadership and central teams, with a particular emphasis on motivating local customer facing team members to deliver exceptional customer service in a fast-paced environment.

KEY ACCOUNTABILITIES

Strategic

- Provide local leadership and management of the venue-based ticketing operation and Welcome Desk, establishing a visible and accessible management profile throughout the venue to foster good relations and to provide support, advice and assistance to all staff and visitors.
- Support and assist the General Manager in the implementation of customer services training programme for staff, ensuring the maximum involvement of all guest experience staff with appropriate service standards and targets.
- Support in the delivery of regular induction days for staff and ensure that training materials are accurate, appropriate, and up to date.
- From time to time and as directed by the General Manager, duty management of events at the Lyceum ensuring that they are appropriately staffed and equipped to deliver highest standards of customer experience, care and safety.
- Liaise with Visiting Company and Tour Managers as required.
- To assist the General Manager in the achievement of the Lyceum's annual business plan, through the development and delivery of retail income targets, external hires, and events.
- To identify, communicate and implement any new areas of business likely to enhance the profitability of the venue.
- Management of customer feedback (including comments, compliments, and complaints) ensuring prompt investigation and appropriate response, identifying any necessary improvements to service delivery to improve the Lyceum's performance against its targets, objectives, and standards.
- Ensure that the Lyceum's customer facing operations conform to all appropriate legal and regulatory controls and measures, which are related to any area of the post holder's accountabilities.

Operational

- Implementation and monitoring of day-to-day processes and development of guidelines within the venue-based ticketing operation.
- Take ownership of customer feedback, responding to, and resolving complex customer issues and complaints, all the while maintaining an up-to-date customer feedback log, communicating with senior management team as appropriate.
- Management of relationships with key group organisers, like schools, including proactive selling, chasing payments, and maximising secondary spend via pre-sold packages.
- In liaison with relevant departments, responsibility for reviewing, checking, and confirming accuracy of pricing and event set up, fixing, or communicating errors as appropriate.
- Venue-based inventory management including monitoring and releasing of local ticket holds, third party agency ticket sales and mark backs, guest list/complimentary tickets, community ticket hire consignments, unallocated payments, and chasing of ticket reservations.
- In the event of cancellation or reschedule of performances and events, liaise with relevant departments to ensure events are taken off sale, patrons and ticket agencies are contacted.
- Management and processing of gift vouchers and memberships including dispatching welcome packs, managing renewals, direct debit payment information and keeping up to date with current membership offers.
- Updating the customer relationship management (CRM) system to ensure customer records are accurate including merging of duplicate accounts, (un)subscribe from postal/email mailing lists, etc.

- Liaise with visiting company management to provide accurate sales reports, guest list bookings, promoter holds and as a first port of call for visiting company enquiries.
- Manage the sign in/out of external visitors and contractors, liaising with relevant team members to ensure appropriate health and safety information is relayed and sign offs received.
- Assist the management team in the development, implementation, and management of guest experience training programme for staff, in line with Trafalgar Theatres policies, ensuring the maximum involvement of all Front of House staff, and within appropriate service standards and targets.
- Maintaining excellent communications with the staff team, assisting the creation of accurate and timely rosters that take all operational factors into account.
- Ensure customer service assistants score highly on monthly Mystery Guest Reports. Providing appropriate training and developing new initiatives to allow us to increase the level of customer service we provide.
- Assist with the development and management of the volunteer scheme, including support to the recruitment, induction, training, and motivation of volunteers, within agreed policies, and the management of their performance to secure their maximum contribution to service and financial targets and objectives.
- Attend and contribute to regular internal meetings including weekly operations meeting and cascading information as appropriate.
- Support other customer facing departments in day-to-day delivery of customer facing services e.g., assisting Hospitality colleagues at times of greatest demand.

HEALTH & SAFETY

- Act as a role model in adherence to all company health and safety policy and procedures.
- With other colleagues, ensure that procedures are in place for the safe opening of the building.
- Ensure all daily and pre-show building checks are carried out in accordance with theatre procedure, with particular emphasis on safety, cleanliness, and presentation.
- During an event as Duty Manager, act as the responsible person for the safety of customers and staff involved in the event, ensuring compliance with all Licence and Fire Regulation requirements.
- Undertake responsibilities as a key holder of the building, ensuring smooth and safe daily operations and security procedures are maintained.

RECRUITMENT, TRAINING AND DEVELOPMENT

- Undertake training and development relevant to the successful execution of the job role.
- Responsible for training of Duty Managers and ensuring they are kept updated of any changes in operational requirements.
- Responsible for training and identifying training needs of new and existing team members supporting the wider Front of House operation.

OTHER DUTIES AND RESPONSIBILITIES

- Dress in accordance with Company uniform policy and wear protective clothing as issued and instructed.
- The post holder will carry out any other duties as appropriate to the post and as requested by the General Manager or Theatre Director.

ABOUT YOU

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

Experience

- Experience in a supervisory customer focused environment.
- Excellent administrative skills with the ability to maintain systems and records.
- Strong organisational and time management abilities, working effectively under pressure and the flexibility to adapt quickly.
- An interest in the arts and an enthusiasm for working in a diverse environment.
- Flexibility in relation to duties and working hours which will include evenings and weekends.

Skills

- Competent computer literacy, including Microsoft 365 productivity software (Word, Excel, Outlook and Teams).
- Excellent written and verbal communication abilities in dealing with colleagues, the public, and industry colleagues.
- The ability to exercise initiative, take personal responsibility and resolve issues independently.
- The ability to communicate across multiple levels with sensitivity, discretion, and confidentiality.
- The ability to build relationships quickly and effectively.
- The ability to negotiate and show willing to go above and beyond to satisfy the customer's needs.
- The ability to lead, motivate and instruct a team.

Attitude

- 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 and ability to work in a collaborative and supportive cross-departmental manner.
- A presentable, professional, friendly, and approachable manner which sets an example for others to follow.
- Willing and able to work flexible hours including evenings, weekends, and Bank Holidays.
- Self-motivated and able to work effectively and positively, both independently and as part of a busy team.
- Able to operate in a calm, courteous and professional manner at all times and in particular when under pressure.
- A willingness to undertake training, learning and development relevant to the job role.
- Willing to conform to dress code.

Desirable

- Experience working in an Arts, Entertainment or Retail venue.
- Experience working in a ticketing/electronic point of sale (EPOS) systems.
- First Aid at Work qualification.

WHY WORK WITH US?

- Our mission is to connect people through creative, innovative experiences by providing inspiring entertainment for, everyone for life.
- We're proactively committed to diversity and equal opportunity for all.
- We support our staff in achieving a work-life balance and career progression.
- Our vision and values are to have a creative, respectful, and diverse workforce who deliver excellence.
- We have exciting places to work, and we are always looking for talented and enthusiastic people to join us in a range of roles across different departments.

WHAT CAN YOU EXPECT FROM TRAFALGAR THEATRES?

- Continued professional development.
- Training as required for your role (first aid, food safety, IOSH etc).
- Hundreds of savings across retailers with TE&ME.
- Flexible hours.
- Access to mental health resources.
- Opportunity to work with other venues and teams across the company.

Trafalgar Entertainment is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We welcome applications from people in groups where we are under-represented, for example people with disabilities, from minority ethnic groups, older returners and people who are neurodivergent.

This role may be subject to a Disclosure and Barring Service (DBS) check or other security screening, depending on the specific requirements of the position.

We are curious, courageous, and ambitious, empowering people to challenge and innovate in pursuit of excellence.

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. 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.