

## **JOB DESCRIPTION AND PERSON SPECIFICATION**

Job Title: Information & Sales Assistant

Department: Information & Sales

Reporting to: Information & Sales Managers/Supervisors

**INTRODUCTION**

We believe arts and culture has the power to bring people, friends and families together to make life-long memories and improve the quality of life for our audiences.

As a proud, independent charity we are on a mission to enrich the cultural life of the region and our vision is clear; we are creating a world-class cultural scene for our region with Birmingham Hippodrome firmly centre stage.

The strength of Birmingham Hippodrome comes from our people; real people with their own thoughts, beliefs, cultures and identities that bring their unique perspective and experiences to our team. We are committed to placing inclusion at the heart of all we do, making it central to our decision making. We are breaking down barriers and building relationships for us to become a more equitable place for audiences, artists, participants, and our own teams. We do not, and will not, tolerate discrimination of any kind.

We are one of the most popular theatres on the national touring circuit, staging a diverse range of world-class touring productions and we are the proud home to Birmingham Royal Ballet, DanceXchange, Dance Consortium and OneDanceUK making Birmingham one of the biggest dance hubs outside of London. We currently reach over half a million people a year through this work and our ambition is to grow and diversify these audiences, ensuring wider access to mainstream theatre for the people of our region.

Our next step is to increase the impact our work has on the region. Plans are in progress to expand our commissioned, produced, co-produced and off-site programme of work; increasing our commitment to developing the artists of our region and continuing to extend Birmingham Hippodrome’s artistic footprint beyond our stages. We will continue to invest in further generations, and through our Hippodrome Education Network, youth and apprenticeship programmes, we are creating pathways for people who want to gain valuable experience to support a career in the creative industry.

We are looking for people to join us on this journey at a pivotal time in our evolution; recognising our people and network of talented freelancers and volunteers are core to the growth and success of the organisation.

The future of Birmingham Hippodrome is you.

In return for your skills, experience and commitment, we offer a generous benefits package. This includes five weeks holidays plus bank holidays, an annual personal development fund to spend towards your own skills, a complimentary friends membership card for ticket discounts and priority booking for productions, competitive pension scheme, discounted food and beverage in the venue and subsided gym membership.

Recognising under-representation in our workforce of Black, Asian and global majority people, and those with disabilities, we particularly welcome applicants from those backgrounds, identities and experiences.

**JOB SUMMARY**

Our Information & Sales Assistants will ensure everyone is welcome by providing excellent service standards over the phone, through email, webchat, and face to face on both our counters. The role will ensure sales are maximised and that the customer experience is always of the highest standard by providing a welcoming, efficient, knowledgeable and friendly service. This will involve working in all Information & Sales locations, and on occasion, at off-site events.

**MAIN DUTIES**

Customer Service

* Provide a cheerful, happy, and exceptional service to all customers.
* Answering inbound phone calls regarding sales, exchanges, up and coming visits, as well general queries.
* Monitoring and responding to emails via the departmental mailboxes.
* Responding to webchat interactions and co browsing requests to help resolve any issues and answer any questions.
* Welcoming visitors and guests, liaising with members of other departments to ensure they have an enjoyable experience.
* Work in any Information & Sales area, including the main Information & Sales office (Phone Room), the front desk in the main foyer, the counter at Thorp Street Reception, as well as any other Information & Sales designated area, including temporary off-site areas.
* Be the voice and face of Birmingham Hippodrome and act as ambassador of our organisation and custodian of our reputation.
* Share your own enthusiasm, passion and interests for our on and off-stage programme, engaging with patrons whenever possible, encouraging visitors to experience our diverse programme.
* Proactively offer assistance to our patron’s, to provide information and guidance about our organisation, programme, events, facilities, and off-stage activities.
* Aim to have expert knowledge by acquiring and providing product and venue information, responding positively to patron enquires and maintaining effective customer relations.
* Actively sell tickets for our on and off-stage programme, including hospitality packages and experience enhancements.
* Seek opportunities to recommend, upsell and promote our services and any offers or promotions including Friends memberships, Gift Vouchers, show programmes, Booking Protection, and merchandise.
* Work towards and exceed Team and individual targets/goals.
* Feedback to Managers, Supervisors on areas for improvement, including items for immediate attention (e.g., show availability) and items for future consideration (e.g., sales trends, visitor experience).
* Actively promote our fundraising initiatives, including the solicitation of patron donations at the point of sale.
* Undertake outbound call campaigns to either upsell, amend bookings, or reschedule performances.
* Support colleagues in their role and work as a team, to deliver excellent customer service.
* Participate in team and individual meetings, both on site and remotely, to take onboard new information and contribute to the discussions in a productive and enthusiastic manner.
* Assist in the training and upskilling of new and existing colleagues.
* Work together with other departments to help improve operations, the customer service experience and enhance interdepartmental relations.

Health & Safety

* Maintain and up to date knowledge of all our fire, safety and evacuation procedures and facilitate the evacuation of the public in the event of an emergency.
* Give clear and confident direction to visitors to evacuate in the event of an emergency.
* Be vigilant around the building identifying potential safety and security issues and alert your manager/supervisor accordingly.

Housekeeping

* Ensure offices, home working areas and back of house areas are always clean and immaculately presented.
* Ensure standards of personal presentation and dress are always of the highest standard and body language & voice manner is professional and welcoming.
* Team members must arrival punctual for their shifts and remain reliable.

Procedures

* Follow all department policies and procedures at all times.
* Comply with all statutory and Hippodrome requirements in the areas of compliance such as Safeguarding, PCI, GDPR, Health and Safety. E-learning training (which must be completed during the first three months of employment), as well as internal courses are provided to ensure you have the relevant knowledge in these areas.
* Perform any other reasonable duties as requested by any Manager or Supervisor.

**PERSON SPECIFICATION**

|  |  |  |
| --- | --- | --- |
| **Requirements** | **CORE: The successful candidate will meet the majority of these requirements.** | **DESIRABLE: the successful candidate should meet some of these requirements.** |
| Education Training and Qualifications | * Qualification in English and Maths to at least GCSE level. |  |
| Skills, knowledge, and abilities | * Excellent customer service skills including the ability to assist all patrons in a helpful, friendly and courteous and confident manner. * Good communication and interpersonal skills. * Good level of numeracy and written skills. * Excellent verbal communication skills with a friendly and clear telephone manner. |  |
| Experience | * Experience in computerised ticketing systems/databases. * Experience of working with payments/refunds | * Experience working in a Box office or telephone sales. * Complaint handling experience. * Experience in a theatre or cultural/entertainment environment. * Experience and familiarity with Microsoft packages including Outlook/Teams/Excel/Word/SharePoint. |
| Personal attributes | * Flexible attitude to work by being able to complete new tasks when required. * Self-motivated team-player with a positive outlook, able to work on own initiative. * Personal enthusiasm and drive to improve skills, experience and training. * Ability to stay calm under pressure and to solve problems. * Ability to embrace change in current processes. * High dress & appearance standards and excellent time keeping. * Must be reliable and take a positive and enthusiastic approach to work. * Ability and willingness to work unsociable hours, including evenings and weekends. | * Interest in and knowledge of the arts in general and performing arts. |

**DATE ROLE CREATED**

August 2016

**DATE ROLE AMENDED/REVIEWED**

May 2023

Birmingham Hippodrome Theatre Trust Limited  
Hurst Street, Southside, Birmingham, B5 4TB  
birminghamhippodrome.com

Registered Charity No. 510842