

THE COURTYARD TRUST

JOB DESCRIPTION

Post Title:	Customer Sales & Retail Manager	Department:	Marketing & Sales
Post Reference:	CY10/024	Grade/Salary:	£20,000-£22,000 (depending on experience)
Hours per Week:	40 (full time)	Based at:	The Courtyard, Edgar Street, Hereford, HR4 9JR (but the post holder may be relocated in the interests of the efficiency and effectiveness of the organisation)
Responsible to:	Head of Marketing & Sales	Responsible for:	Customer Sales Supervisors Customer Sales Assistants Student Placements Staff allocated on a project basis

Purpose of the Post

To lead in all box office and direct sales aspects of The Courtyard as the primary performing arts provider in Herefordshire.

To manage the smooth operation of point-of-sale activities and customer service, presenting a high and positive profile to the public for all aspects of The Courtyard's work.

To be responsible for the department staff as specified and other staff and volunteers that may from time to time be engaged.

To assist in the development and implementation of a range of sales & marketing strategies, in conjunction with the Head of Marketing & Sales, which will increase attendance and generate income, as well as consistently developing current and new audiences.

To be instrumental in the set up and launch of a new retail space at The Courtyard. The vision for the retail space is to showcase a relevant and profitable product range, including items from local artists. The role will include leading on the development of the space, researching products, networking with suppliers/ artists, establishing an identity and product range that reflects The Courtyard brand, purchasing and negotiating product acquirement and monitoring the performance of retail products to maximise the profitability of the department and to ensure our visitors are offered a unique, high-quality and appropriate product range.

1. Duties & Responsibilities

- 1.1 To support the Customer Sales team and inspire them to deliver exceptional service to our customers, ensuring that best customer care practice and ticket sales procedures are adhered to at all times by all staff within the Box Office.
- 1.2 To support and lead the Customer Sales staff to ensure operational excellence and efficiency at all times aiming to exceed customer expectations.
- 1.3 To manage and oversee the day-to-day running of the Box Office, ensuring that it is appropriately staffed at all times and all HR matters are dealt with.
- 1.4 To be responsible for certain Box Office finances, including cash handling and financial reconciliation, financial reporting for all shows, checking floats and change levels and running daily and weekly sales reports.

- 1.5 Oversee the management and maintenance of our Customer Relationship Management system, Spektrix, and ensure that all Customer Sales staff correctly process and input data as required by the Data Protection Act & GDPR.
- 1.6 To undertake the necessary training to become a Spektrix Super User and to work with Spektrix to implement new strategies and sales features.
- 1.7 To support the Customer Sales team in continual development of the business using new products, service techniques and other efficiencies. To work with the Head of Marketing & Sales in the development of marketing & sales strategies and the setting up of relevant teams to implement them.
- 1.8 To manage loading of events, shows and offers onto Spektrix and ensure that the Customer Sales team are kept up to date at all times. Lead on regular sales meetings as the primary focus of communication with the front line team.
- 1.9 To respond quickly and efficiently to all customer comments and complaints, log them and bring them to the attention of the relevant department.
- 1.10 To work on front line sales, as and when required.
- 1.11 Represent the Box Office at meetings regarding the operational running of Box Office and other Spektrix-related matters.
- 1.12 To liaise with hirers, visiting companies and amateur groups using The Courtyard and the Box Office to organise ticket requirements and the smooth operation of ticket sales to ensure a constant high quality calibre of event and activities at The Courtyard.
- 1.13 To manage the set up and launch of the new Courtyard Retail space from start to finish, establishing a clear strategy and plan, backed up by thorough research.
- 1.14 Develop a purchasing strategy for the new retail space – develop and implement in line with business needs, integrity of The Courtyard's brand, spend, market conditions and trends.
- 1.15 To manage daily purchasing activities, supervising staff and allocating tasks.
- 1.16 Good knowledge of supplier sourcing practices. (Researching, evaluating and liaising with vendors/suppliers).
- 1.17 Managing supplier relations and negotiating contracts, pricing & timeframes and maintaining a network of professional contacts in order to discover new opportunities.
- 1.18 Monitor stock levels and placing orders – working to forward plan demand to ensure supplier/stock alignment.
- 1.19 Basic understanding of Supply Chain procedures to help develop and enhance business needs.
- 1.20 To work closely and constructively with internal departments to provide research, support and resolution – always putting the needs of our customers, visitors and community first.

2. Budgetary Management

- 2.1 To maintain and have a good understanding of accurate budgetary records, particularly relating to salaries and wages of the staff in the sales team.
- 2.2 To manage the retail budgets, preparing cost estimates & forecast information.

- 2.3 To ensure that financial procedures, policies and guidelines are complied with at all times.

3. Planning & Project Management

- 3.1 To support & deputise for the Head of Marketing & Sales in the development of sales policies and specific sales and retail campaigns.
- 3.2 To lead on and oversee through to completion projects and tasks set for the Customer Sales team by the Head of Marketing & Sales and Marketing & Audience Development Manager.
- 3.3 To establish and implement a strategy for the retail space aligning with The Courtyard's business plan and brand. Manage the launch of the new retail space from start to finish.

4. Monitoring

- 4.1 To be confident with the reporting features on Spektrix to be able to analyse and provide evaluation on ticket sales, costings and booking behaviour.
- 4.2 Utilise solid analytical skills to keep track accurately of retail space sales, creating financial reports and conducting cost analysis forming specific KPIs for the department, regularly auditing and managing risk.

5. Personnel

- 5.1 Provide training, direction, instruction, guidance, support and supervision to Customer Sales team & marketing staff.
- 5.2 Ensure high levels of morale, motivation and communication amongst the Customer Sales team at all times.
- 5.3 To work closely with the Head of Marketing & Sales to develop the Customer Sales team roles whilst ensuring that the Box Office is covered at all times.
- 5.4 Delegate work to Customer Sales Supervisors and Marketing & Sales Officer.
- 5.5 Participate in the recruitment and selection of relevant staff in conjunction with the Head of Marketing & Sales and Marketing & Sales Officer.
- 5.6 To collate staff records of attendance, holiday and hours worked.

6. Miscellaneous

- 6.1 To be familiar with and comply with all policies contained within the Staff Handbook, and all other relevant health & safety, operational, personnel, data protection and financial regulations, policies and procedures.
- 6.2 To be flexible and adaptable, and to perform any other duties within the organisation that from time to time may be required.
- 6.3 The post holder's duties must at all times be carried out in compliance with The Courtyard's Equal Opportunities Policy ensuring equality of opportunity is afforded to all persons both internal and external to The Courtyard, actively seeking to eliminate any direct or indirect discriminatory practices/behaviour.

7. Special Conditions

- 7.1 *Working Hours:* this post is full time (40 working hours per week – meal & other breaks must be taken in addition). The post holder will be required to work unsociable hours, including evenings, weekends and bank holidays, as part of their normal working week.

- 7.2 *Holiday Entitlement:* The Courtyard offers 28 days' annual leave, including bank holidays.
 - 7.3 The post holder does not qualify for overtime payments, but time off in lieu will be given for any hours worked in excess.
 - 7.4 The post holder may be required to wear a uniform.
 - 7.5 Occasional car user
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