

JOB DESCRIPTION

Job Title	Customer Experience Advisor
Department	Customer Experience
Reports to	Customer Experience Manager
Date	April 2025

Job Purpose

To ensure that all audiences, customers and participants have an excellent experience of Theatre by the Lake, from their initial enquiry through to their visit.

Undertake house management duties for performances, event management duties, and ticket sales duties;

Main Duties

House and event management

- Undertake the role of Customer Experience Team Member on Duty for performances, acting on behalf of the licensee to ensure compliance with all licences and relevant legislation, organising Customer Experience staff and volunteers to ensure the smooth running of the Front of House operation;
- Undertake the role of Event Manager for activities at Theatre by the Lake or outside locations;
- To assist with the implementation of volunteer training sessions.

Sales

- Undertake data entry, sales and administration using the Spektrix ticketing and CRM software;
- Sell tickets and products for a range of events and promoters via various sales channels, applying fees, processing transactions and reconciling takings
- Proactively and ethically upsell packages and ancillary items;
- Invite and process donations as part of the ticket sales process and as part of fundraising campaigns;
- Ensure all data is processed in accordance with the Company's GDPR policies;
- Carry out day to day administrative tasks on the database as required.

General

- Act as Duty Manager and, when on duty, ensure general tidiness and safety of all public areas of the building and be responsible for the safety and security of the building and customers, including locking up and securing the building at the end of a shift, as required;
- Be responsible for the resolution, reporting and if necessary, escalation of customer complaints in accordance with company policy;
- Maintain a thorough and up-to-date knowledge of events, products and facilities, and be aware of how to gain further information;
- Be responsible for receiving, processing and safely storing proceeds of ticket sales and trading activities;
- To work in accordance with the theatre's Health & Safety policy and current legislation pertaining to the safe operation of theatre activities;
- Undertake any other responsibilities and duties as required.

Other Duties & Responsibilities

- Undertake any other duties that may be reasonably required in connection with the position, as a member of a small and collaborative organisation
- Act as a representative and advocate of Theatre by the Lake
- Engage with internal communications and stay abreast of organisational updates and developments
- Support of uphold Theatre by the Lake's commitment to inclusivity and sustainability
- Adhere to Theatre by the Lake's Safeguarding Policy including the reporting of any issues of concern in accordance with procedure

DBS Certificate

You will be required to hold a Basic DBS Certificate in this role. This will be subject to regular review by Theatre by the Lake in line with our Safeguarding policy.

Person Specification

A description of the traits, skills and knowledge that the person performing this role should possess.

Essential

- Confident IT skills, including use of MS Outlook, Word and Excel.
- Ability to learn new systems quickly and adaptable to change.
- Able to work unsociable hours and make own transport arrangements to get to and from the Theatre.
- Quick and accurate data input skills.
- Excellent communication skills face to face, on the phone and by email
- Ability to engage with and adapt approach to a diverse range of customers/situations.
- Ability to sell effectively and to be confident in increasing sales and upselling.
- Good numeracy skills and the ability to deal accurately with cash and card transactions.

- Ability to demonstrate understanding of how to defuse potentially difficult situations and resolve customer complaints.
- As the role performs tasks in all areas of the auditorium, you'll need to be comfortable spending periods of time on your feet and with moving up and down stairs multiple times in the shift
- Smart appearance.
- Diplomatic and the ability to react calmly when working under pressure.
- Confident, welcoming and enthusiastic.
- Team player.
- Confident.
- Reliable time-keeper.
- Flexible in approach to working hours.
- Interested in Theatre and the Arts.

Desirable

- Experience of working in a busy customer-facing role.
- Proven track record in providing excellent customer service.
- Experience of working with Spektrix ticketing system, or other ticketing systems within theatre, cinema or events sales.
- Experience of booking, managing and/or running events.
- Experience of Duty Management.
- Experience of delivering a high level of customer service in a sales environment.
- Knowledge of the origins of Theatre by the Lake.