

COORDINATOR, TICKETING AND PATRON SERVICES

DEFINITION

Under general direction, plans, organizes, coordinates, and provides direction and oversight for the box office operations at the Performing Arts Center; coordinates box office operations, including customer service, online ticketing sales, sports events, and other special events and campus activities; oversees box office systems, including online ticketing software, Center website, and customer database; coordinates the assigned activities with other College departments, divisions, clients, local residents, community groups, and private businesses; serves as system administrator for the box office ticketing application; coordinates and oversees all patron and ticketing services for the Performing Arts Center including staff.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the assigned managerial personnel. Exercises technical and functional direction over and provides training to assigned staff.

CLASS CHARACTERISTICS

This is a coordinator classification that has lead, program coordination, administrative, and day-to-day operational responsibilities. Incumbents are responsible for overseeing, coordinating, and participating in box office operations to ensure that the Performing Arts Center box office services and activities are safe and effective and provide the highest level of customer satisfaction for public use. Responsibilities include inspecting and planning, scheduling, and directing box office operations and services in a timely manner, and performing a wide variety of tasks in the operations and activities of the box office. This class is distinguished from the Assistant Director, Technical Services in that the latter is a full supervisory-level class and has responsibilities of a highly specialized technical and complex nature requiring a different level of skill, knowledge, and experience.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Oversees, coordinates, and participates in the day-to-day operations of the box office at the Performing Arts Center and provides responsible customer service; monitors and evaluates the effectiveness of the box office operations, activities, and community events and recommends improvements or modifications.
2. Plans, schedules, prioritizes, and assigns box office work; communicates status of activities and services to appropriate personnel, working cooperatively to schedule activities and services in accordance with established and special operational priorities; participates in performing the most complex and specialized box office work.
3. Provides direction and guidance to assigned box office staff; orients, instructs, and trains employees in work methods and procedures, use of computer systems and software, and relevant safety precautions; monitors, reviews, controls, and evaluates quality of work; provides input to performance evaluations.
4. Coordinates event ticketing with producers and directors; assists with setting ticket prices and provides research/data to substantiate findings; evaluates and determines accommodation of special requests from event producers; oversees event wrap-up and ensures ticket reporting and proceeds are provided in a timely manner.
5. Coordinates group sales and consignment tickets for the ticket sale program; monitors program; coordinates special arrangements for ticket sales, including group sales, complimentary tickets, and consignment orders for user groups.
6. Responds to complaints and requests for information; interprets and applies regulations, policies, procedures, systems, rules, and precedents in response to inquiries, concerns, and complaints from the public as necessary to ensure an expedient and satisfactory resolution.

7. Oversees and coordinates cash handling procedures, including safety, storage, and transport; ensures that procedures are in place and followed; performs daily accounting and reconciliation of deposits and credit card sales; investigates discrepancies.
8. Designs and configures the online box office ticketing website; updates box office ticketing information on phone recordings and website; ensures the timeliness and accuracy of all information.
9. Serves as system administrator for the box office ticketing application; provides system training to all users; verifies and reviews information entered into databases for completeness and conformance with established regulations and procedures; researches, compiles, and analyzes information; prepares specialized reports related to services and activities, including ticket sales, revenues, and final event reports; serves as vendor liaison on application issues; contract amendments, upgrades and improvements.
10. Coordinates and oversees the activities of the Front of House staff, including House Managers, Ushers, Concessionaires, and Courtesy Cart Drivers; trains staff on customer service techniques and emergency procedures.
11. Oversees concession operations; purchases concession supplies and inventory; maintains and monitors inventory; ensures proper food and cash handling procedures are maintained; maintains records of purchases; assists in developing budget figures for specified areas; monitors expenditures.
12. Coordinates and oversees admissions for stadium events; trains, schedules, and oversees admissions gate staff; designs and sets up queue system; designs, prints, and sets up appropriate signage.
13. Monitors use of the Performing Arts Center by user groups to ensure a safe environment; opens, closes, and secures building for events; assists in enforcing established rules of facility use and participant conduct.
14. Participates in administrative activities and other departmental support, including serving as the department webmaster and a representative for inter-departmental efforts; assists with event set-up and strike; certifies employees to drive utility carts.
15. Participates on committees, task forces, and special assignments, including, but not limited to Screening and Selection Committees and affiliated trainings. Prepares and delivers oral presentations related to assigned areas if needed.
16. Performs other related or lower classification duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Basic principles and practices of providing technical and functional direction and training to assigned staff.
2. Principles, practices, methods, techniques, procedures, and service delivery needs related to box office ticketing and concession operations and services.
3. Applicable federal, state, and local laws, regulations, codes, and guidelines related to the program area and facilities to which assigned.
4. Basic principles and practices of program administration, including accounting and purchasing.
5. Principles and practices of public relations techniques.
6. Principles and procedures of recordkeeping, report preparation, and cash collection and handling.
7. Basic principles and practices used in the operations, maintenance, and administration of network operating systems, computer equipment, and related software, including online ticketing software and website including HTML coding.
8. Modern office practices, methods, and computer equipment and applications, including word processing, database, and spreadsheet applications.
9. Principles, practices, and techniques of effectively dealing with the public and basic public relations.
10. Techniques for effectively representing the College in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.

Skills & Abilities to:

1. Plan, schedule, assign, and oversee activities of box office personnel.
2. Inspect the work of others and maintain established quality control standards; train others in proper and safe work procedures.
3. Identify and implement effective course of action to complete assigned work.
4. Plan and prepare box office activity schedules, staffing schedules, reports, and other related program materials.
5. Understand the organization and operation of event ticketing, live events, and theater necessary to assume assigned responsibilities.
6. Analyze and evaluate community needs and work with community groups in the development of programs, activities, and events.
7. Compose reports independently or from brief instructions; maintain records and databases.
8. Maintain accurate logs, records, and basic written records of work performed.
9. Use English effectively to communicate in person, over the telephone, and in writing.
10. Leans and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
11. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
12. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Equivalent to an Associate's degree from a regionally accredited college and three (3) full time equivalent years of supervisory or lead experience in a customer service based industry, preferably Front of House Management in a professional performing arts facility. Additional full time equivalent years of experience can be substituted for the required education on a year-for-year basis up to two (2) years.

Licenses and Certifications:

1. The incumbent may periodically be required to travel to a variety of locations. If operating a vehicle, employees must have the ability to secure and maintain a valid California driver's license.
2. Ability to obtain, Utility Cart trainer certification within three (3) months of employment or the date of entry into the position.

PHYSICAL DEMANDS

Must possess mobility to work in a standard theater and office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is partially an office classification and working outdoors on a frequent basis is required. Standing in work areas for extended periods of time and walking between work areas is required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office and duplicating equipment and cash register. Positions in this classification bend, stoop, kneel, reach, and push and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push and pull materials and objects weighing up to 50 pounds, and occasionally heavier weights with the use of proper equipment.

ENVIRONMENTAL ELEMENTS

Incumbents work in an enclosed theater and office environment and at outdoor events, and are exposed to loud noise levels, cold and hot temperatures, inclement weather conditions, mechanical and/or electrical

hazards, and dust, fumes and allergens and vermin, insects, and parasites. Incumbents may interact with staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

Amended: 3/2020