

COORDINATOR, 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 District departments, divisions, clients, local residents, community groups, and private businesses; serves as system administrator for the box office ticketing application; supervises and oversees all patron services for the Performing Arts Center including staff.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Director, Technical Services. Exercises technical and functional supervision 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 Supervisor, Broadcast Engineering 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)

- Oversees, coordinates, and participates in the day-to-day operations of the box office at the Performing Arts Center.
- 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.
- Assists in the recruitment and selection of staff and provides recommendations.
- 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.
- Monitors and evaluates the effectiveness of the box office operations, activities, and community events and recommends improvements or modifications.
- Oversees, coordinates, and participates in providing responsible customer service in operating the box office for the Performing Arts Center.
- 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.

- 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.
- 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.
- 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.
- Updates box office information on phone recordings and website; ensures the timeliness and accuracy of all information.
- Serves as system administrator for the box office ticketing application; sets up new users and provides permissions and access; provides system training to all users; enters and configures information into the ticketing database; verifies and reviews information entered into databases for completeness and conformance with established regulations and procedures; creates custom reports and extracts as needed; serves as vendor liaison on application issues; contract amendments, upgrades and improvements.
- Designs and configures the online box office website; configures online user navigation of ticket purchase.
- 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.
- 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.
- Coordinates and oversees admissions for stadium events; trains, schedules, and supervises admissions gate staff; designs and sets up queue system; designs, prints, and sets up appropriate signage.
- Researches, compiles, and analyzes information; prepares specialized reports related to services and activities, including ticket sales, revenues, and final event reports.
- Maintains accurate records of services and activities.
- Opens, closes, and secures building for events as needed.
- Monitors use of the Performing Arts Center by user groups to ensure a safe environment; assists in enforcing established rules of facility use and participant conduct.
- 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.
- Attends and participates in meetings; stays abreast of new trends and innovations in box office operations and services; researches emerging products and enhancements and their applicability to District needs.
- Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
- Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Basic principles and practices of providing technical and functional direction and training to assigned staff.
- Principles, practices, methods, techniques, procedures, and service delivery needs related to box office and concession operations and services.

- Applicable Federal, State, and local laws, regulations, codes, and guidelines related to the program area and facilities to which assigned.
- Basic principles and practices of program administration, including accounting and purchasing.
- Principles and practices of public relations techniques.
- Principles and procedures of recordkeeping, report preparation, and cash collection and handling.
- 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.
- Business arithmetic and basic statistical techniques.
- Modern office practices, methods, and computer equipment and applications, including word processing, database, and spreadsheet applications.
- Record keeping principles and procedures.
- Principles, practices, and techniques of effectively dealing with the public and basic public relations.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and District staff, including individuals of various ages, disabilities, socio-economic, and ethnic groups.

Skills & Abilities to:

- Plan, schedule, assign, and oversee activities of box office personnel.
- Inspect the work of others and maintain established quality control standards.
- Train others in proper and safe work procedures.
- Identify and implement effective course of action to complete assigned work.
- Plan and prepare box office activity schedules, staffing schedules, reports, and other related program materials.
- Understand the organization and operation of event ticketing, live events, and theater necessary to assume assigned responsibilities.
- Analyze and evaluate community needs and work with community groups in the development of programs, activities, and events.
- Interpret, apply, and explain applicable Federal, State, and local policies, procedures, laws, and regulations.
- Maintain facilities and equipment in a clean, safe, and secure manner.
- Respond to and effectively prioritize multiple phone calls and other requests for service.
- Compose reports independently or from brief instructions; maintain records and databases.
- Make accurate business arithmetic and statistical computations; accurately process cash transactions.
- Perform administrative support work with accuracy, speed, and minimal supervision.
- Maintain accurate logs, records, and basic written records of work performed.
- File materials alphabetically, chronologically, and numerically.
- Follow department policies and procedures related to assigned duties.
- Understand and follow oral and written instructions.
- Enter and retrieve data from a computer with sufficient speed and accuracy to perform assigned work.
- Make accurate arithmetic and statistical computations.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Understand scope of authority in making independent decisions.
- Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.

- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to an Associate's degree from a regionally accredited college and three (3) years of increasingly responsible experience in the box office industry.

Licenses and Certifications:

- 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.
- 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. Employees 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

Employees 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. Employees may interact with staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.