

Position of
**BOX OFFICE MANAGER &
MARKETING ASSISTANT**
Yarm School,



Co-educational | Day School | Ages 3-18 | HMC



WWW.YARMSCHOOL.ORG



The contract is for 37.5 hours a week, Monday to Friday 8.30am till 4.30pm. The salary band is from £21,109 to £23,106 per annum (starting salary subject to experience). 52 weeks per year.

THE ROLE

The School wishes to appoint a suitably qualified, enthusiastic and experienced Box Office Manager with extensive marketing experience, capable of multi-tasking and working in a vibrant organisation on a wide variety of tasks, to support the smooth running of the Princess Alexandra Auditorium and Yarm School.

The Box Office Manager/Marketing Assistant is directly responsible to the Auditorium Manager for the daily duties relating to the Auditorium and School. The marketing duties will come through consultation with the School's Marketing Team who will provide style and direction. The day-to-day tasks will be directed by the Auditorium Manager. There is also a reporting link to the School Finance Manager for the financial aspects of the role; the daily reconciliation of the Box Office and weekly reconciliation of events, the latter in conjunction with the Bar Manager. The Box Office Manager/Marketing

Assistant works as part of the Auditorium's core staff team to assist the Auditorium Manager to ensure that the Auditorium provides a quality service to customers, hirers, professional artists and to the School and that it excels as one of the leading venues in the region.

The successful candidate must have experience of working in a fast-paced environment with relevant marketing and administrative experience. It is essential that applicants can demonstrate good written and verbal communication skills as well as excellent numeracy skills. A high level of IT capability is required, using Photoshop (or similar), the Microsoft Office package, particularly Word and Excel; as well as running our Box Office system and focused advertising work on social media (including campaign analysis within social media ad managers and Google Analytics) and Mailchimp. The role requires strong organisational skills, creativity, communication skills and the ability to work successfully in a team whilst taking responsibility for ensuring deadlines are met and prioritising workload.

The role promotes the highest standards of customer service and administrative function and ensures the most effective use of resources in support of the Auditorium's objectives.



THE PRINCESS ALEXANDRA AUDITORIUM AND THE FRIARAGE THEATRE

The Princess Alexandra Auditorium (PAA) and Friarage Theatre are two stunning venues on the Yarm School site that are hosting an expanding calendar of diverse community events. The PAA, which seats up to 850 people and comes equipped with state-of-the-art technical systems, was opened in 2012 by HRH Princess Alexandra and has hosted numerous high-profile performers. The facility has been awarded two prestigious RIBA awards for design excellence. The Friarage Theatre, seating 150 people, was opened in 2016 by composer Will Todd, and is part of the School's impressive music facility. Used for cinematic events, the HD projector and surround sound means the Friarage Theatre is the perfect venue for NT Live, RSC Live and ENO Live. In addition to the two main venues we also have a Recital Room, Studio Theatre and Dance Studio; these are used for smaller concerts and drama productions.

We work with an increasing range of promoters across the UK to schedule a diverse programme of events. We host a range of events and performances by Yarm School, commercial, professional, amateur and community performances, arts and educational organisations and similar events.

THE SCHOOL

Yarm School was founded in 1978. Since then it has become the major educational success story in the North East and the School is now firmly established amongst the country's leading co-educational day schools. In addition to the Senior School, there is a Preparatory School, and a Pre-Prep which includes a Nursery. In total, there are about 1,100 pupils between the ages of 3 and 18 with 770 in the Senior School including a Sixth Form of over 200 students. Continued investment in the fabric of the school and an on-going commitment to state-of-the-art technology ensures the best facilities and resources in which to work.

BENEFITS OF WORKING AT YARM

- Friendly working environment with a committed community of staff
- Staff receive a generous discount on school fees.
- Generous private pension scheme
- Life assurance (death in service benefit of twice annual salary)
- Exceptional variety of high quality lunches, free during term time
- Dedicated on-site free parking
- Membership of Employee Support Programme
- Cycle to Work Scheme
- Use of school gym outside school hours

KEY TASKS AND RESPONSIBILITIES

This post is based in the Box Office, with some periods of crossover working alongside the Auditorium Manager in the main building. The main duties include management of the Box Office, the sale of tickets via our box office system, dealing with customers face-to-face, via email and over the phone, financial management and recording of Auditorium events, making decisions on which events to market and using the marketing budget wisely, social media marketing, organising in print adverts, dealing with putting shows on sale, compiling the What's On magazine three times a year and general office administration. Excellent organisational, communication, creativity and financial skills are essential in order to handle the variety of tasks that need to be undertaken.

The Box Office Manager is often the first point of contact for enquiries or complaints. The successful candidate will come into contact with customers on a daily basis, in person and on the telephone, along with dealing with other members of the School and local community. Therefore, it is important that professional standards of dress, presentation and telephone manner are maintained. Communication is a key aspect of this role, ensuring that information is passed effectively and in a timely manner to all those involved in the successful running of the Auditorium.

It is impossible to produce an exhaustive list to form the Job Description for the Box Office Manager/Marketing Assistant; however, the main responsibilities are outlined below. It is important that the Auditorium runs smoothly, and there are times of the year when all hands on deck are required. It would be assumed that the successful candidate could undertake reasonable tasks as

required by the Auditorium Manager or the wider school management team to meet the needs of the business.

Core Functions

- Run the venue's Box Office provision, dealing with all on-sales, show sales reports, training and event reconciliation. Flagging up low sales on a show, for an extra marketing push.
- In the absence of the Auditorium Manager, take delegated responsibility for certain decisions relating to the Auditorium.
- Interface with customers ensuring they are able to access the required services and that the experience of using the venue is a positive one.
- Deal with customer queries and any complaints, escalating when required.

Financial Resource Management

- Liaise with promoters over financial matters relating to forthcoming shows, as per the show contract.
- Keep a detailed spreadsheet of profit and loss for all events, both external and internal, accounting for sales, ticket splits and any other events costs or income. This will be produced in conjunction with the Bar Manager.
- Identify under performing events early and work with the Marketing Team to drive ticket sales, working within pre-agreed marketing budgets.
- Reconcile takings from events and liaise with the Finance Office to process.



- Work with the finance team to produce invoices and settlement statements after events have taken place.
- Undertake a daily reconciliation of box office sales and receipts to the bank.
- Work closely with the School Finance Officer to ensure invoices and tickets sales reimbursements are dealt with in a timely manner.
- Ensure the appropriate financial procedures are followed in relation to all aspects of the financial administration of the PAA.

Marketing and Social Media

- Work with the Marketing Manager and Auditorium Manager to plan, develop and implement specific marketing plans for each event to help meet the goals of the event and the Auditorium. This will include researching market trends and demographics to support the creation of marketing plans and carrying out agreed marketing tasks to help drive sales.
- Coordinate social media messaging with the Auditorium's marketing goals and look at regular activity that can be run to promote the venue as a whole.
- Plan monthly social media calendars for Facebook, Instagram and Twitter to ensure we have regular, engaging and creative content for scheduled posts, alongside suitable imagery. This will include scheduling the posts on Hootsuite.
- Oversee the day-to-day engagement across all social media platforms, including responding to comments and messages, sharing relevant content from other accounts and finding innovative ways to grow our audience and engage new people.
- Plan paid social media campaigns to support the overall marketing plan for each event and help boost sales.
- Design and send out weekly newsletters about upcoming shows.
- Take ownership of creating promotional materials, including the Auditorium's 20 page What's On brochure; from compilation to sign off. This includes fact-checking, copy-editing, liaising with third-parties such as designers and printers, and proofing.
- Liaise with promoters to ensure we have the best and up-to-date marketing materials for all of the shows.
- Manage marketing budgets and liaise with promoters on charge backs.
- Analyse Box Office statistics and data and identify ways we can grow the Auditorium's audience base.
- Create and upload promotional banners for the

website's homepage to promote upcoming events.

Operations Administration

- Deal with all new on-sales on the Box Office and link to social media activity.
- Interact with Ticketsolve, our Box Office supplier, to maximise the effectiveness of the system.
- Manage and support any other staff covering the Box Office provision both in the daytime and for evening events.
- Receive all school and auditorium deliveries, sign for them and allocate where they need to go.

Management Information Systems & ICT

- Ensure the Box Office system is running efficiently, and is up to date.
- Ensure data collection systems providing information to stakeholders are streamlined to maximise efficiency of the data supplied.
- Adhere to the School's policies on data protection, privacy and retention.

Facility & Property Management

- Work with the School's Estates Team to give advance notice of Auditorium deliveries and arrange for items to be stored securely.
- Ensure ancillary service requirements e.g. catering, cleaning, etc., are considered and communicated effectively to the Estates Team.

Health and Safety

- Deputise for the Auditorium Manager as required to ensure the Auditorium has a nominated responsible person/fire warden/etc during the day.
- Provide support to the Estates Manager for Health & Safety related items in relation to the Auditorium and the wider School as required.

Communication

- Communicate effectively with other staff, customers, promoters, Governors, visitors, suppliers, pupils and their families/carers.
- Act as the first point of contact in dealing with routine phone calls, visitors to the PAA, dealing with enquiries and following up issues as required.

In addition to the areas of responsibility outlined above it is expected that the post holder will provide assistance with other PAA and School related tasks, as and when required.

PERSONAL SPECIFICATION

The successful candidate is likely to display:

- Strong customer service and communications skills.
- Experience of marketing, experience in events marketing is desirable.
- Good IT skills and previous use of all social media channels.
- A strong work ethic, eye for detail and a passion for producing the best possible results.
- Excellent organisation and time management skills.
- Attention to detail and accuracy when handling money.
- An ability to prioritise work in a busy environment.
- Have initiative and a proactive personality.
- A willingness to help and an approachable manner.
- Theatre or arts setting experience would be desirable

CONTRACTUAL MATTERS

- The successful candidate will be expected to take up the appointment as soon as possible.
- This post is based on a 52 week/year contract.
- Hours of work are 8.30am-4.30pm. There is an unpaid 30 minute lunch break.
- Holiday entitlement is 21 days holiday per year plus 4 compulsory days holiday taken between Christmas Eve and New Year, plus statutory Bank Holidays. The holiday year runs from January to December.
- Lunch (term time only) and beverages are provided free of charge.
- Please note that the School operates a no-smoking (including vaping) policy on its entire site.

CRIMINAL RECORDS CHECK

Yarm School is required to seek a Disclosure from the Disclosure and Barring Service (DBS) in respect of successful applicants for all posts at the School where staff may come into contact with children. A criminal record will not necessarily be a bar to working in the School. Applicants who are invited to interview should provide details of any criminal record under separate, confidential cover to the Headmaster before attending the interview. A copy of the School's policy on Vetting and Suitability Checks and the DBS Code of Practice may be obtained from the School Manager. Before an appointment is made routine checks will be undertaken to confirm identity and qualifications etc.

This post is not pupil-facing as such, but nevertheless involves substantial opportunity for access to children and is therefore exempt from the Rehabilitation of Offenders Act 1974. This means that you will be required to confirm that you are not on the DBS Children's Barred List or disqualified from working with children and further to declare any convictions, cautions, reprimands or final warnings that are not "protected" as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013 and 2020) or other Orders of the Courts made against you, even if they would otherwise be regarded as 'spent' under this Act.



Application pack for
BOX OFFICE MANAGER / MARKETING ASSISTANT
Yarm School, North Yorkshire



EQUAL OPPORTUNITIES

Yarm School is committed to ensuring that all job applicants and members of staff are treated equally, without discrimination because of any protected characteristics as defined in law. We welcome applications from anyone who considers that they meet the requirements of the job advertised.

APPOINTMENT PROCEDURE

All applicants must use the Application Form provided, together with a covering letter to Yarm School HR Department, explaining why the applicant is suited to the post.

CVs may be submitted but are not a substitute for the Application Form.

Applications should be submitted by email to HR@yarmschool.org.

APPLY

The application form is available on the Yarm School website.

Deadline: as soon as possible and no later than midday on Tuesday 12th July. Interviews will be on Thursday 14th July.

HR@yarmschool.org

HR Department
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