PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>995164</th>
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<tbody>
<tr>
<td>Position Title</td>
<td>Ticket Services Coordinator</td>
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<tr>
<td>Department</td>
<td>University Centre Farquhar Auditorium</td>
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<tr>
<td>Reports to</td>
<td>Director, Farquhar Auditorium / Ceremonies &amp; Events</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct 6-9 Indirect</td>
</tr>
<tr>
<td>Classification Level</td>
<td>SG7</td>
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<tr>
<td>Current Incumbent (if applicable)</td>
<td></td>
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<tr>
<td>Last Updated</td>
<td>May 2017</td>
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2. Position Summary

The University Centre Farquhar Auditorium is a first point of community contact for the University, attracting individuals from off campus, either as patrons or as clients. It provides the highest standard of cultural and educational event support enriching our community and enhancing the reputation of UVic. The Auditorium has an international reputation for excellence and is one of the most sought after venues in Greater Victoria. The venue has hosted a myriad of international performers (including BB King, Paul Anka, Ladysmith Black Mambazo, Pat Benatar, Chris Cornell, Nana Mouskouri, Martin Short) as well as renowned lecturers, local choirs, orchestral and dance performances.

Working in a fast-paced, hectic, physically and mentally demanding environment, the Ticket Services Coordinator (Coordinator) is required to meet the highest standards of professionalism and appearance with attention to decorum, etiquette, and personal presentation. The Ticketing Services Coordinator is directly responsible for the patron/client-experience of the Ticketing Centre and is a direct reflection of the University to the community at large. Accommodating a demanding, sometimes irregular work schedule the position requires weekends and evening availability. The position works with a diverse - and often challenging - range of clients and patrons ranging from campus users to community amateur groups, from professional non-profit arts organizations to internationally renowned commercial presenters and promoters.

The position’s primary responsibilities include overseeing the provision of ticket services, client service and patron service, and supervising Ticket Centre staff. The Coordinator is also responsible for the financial operations of the Ticket Centre and the operation and administration of the Theatre Manager ticketing software. The position supports Auditorium operations by actively participating in departmental operations and planning activities.

3. Key Responsibilities and Expectations

<table>
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<tr>
<th>Key Responsibilities</th>
<th>Expectations:</th>
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<tr>
<td>Ticket Services</td>
<td>Develop and implement annual operational plans to meet short-term and long-term operational and financial departmental goals with the Director's input and approval.</td>
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<tr>
<td>25%</td>
<td>Develop, maintain and enforce of up to date processes and procedures that are consistent with unit goals, departmental objectives, University policies and procedures, industry standards and best practice, and the provision of excellent service to a varied client and patron base.</td>
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<td></td>
<td>Oversee the development and integration of ticket platform, Theatre Manager, collaborating with information systems staff</td>
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- Evaluate Ticket Centre software systems and equipment to develop short and long-term plans for the coordinated maintenance, repair, overhaul, replacement, upgrades and improvements including the introduction of new technologies; liaise with information system staff and system vendors to ensure successful implementation of plans; and, assess and report on outcomes.
- Troubleshoot operational problems with Theatre Manager to avoid interruptions to clients and patrons.
- Maintain and update online sales website and mobile applications.
- Analyze industry trends and standards, plan and recommend future equipment and software purchases.
- Maintain knowledge of UVic PCI compliance requirements; liaise with UVic accounting and information systems staff to ensure ticketing systems and processes are compliant.
- Collaborate with leaders across campus to build relationships and to look for opportunities to streamline processes for clients and patrons.
- Develop and implement new and streamlined processes and procedures that assist in meeting the service demands for the unit.
- Propose, initiate, and develop specifications for projects that meet department goals; oversee project delivery and assess outcomes.
- Investigate and put into practice efficiencies of support between University Centre Farquhar Auditorium and University Ceremonies and Events.
- Participate in interdepartmental committees.

| Auditorium Operations 25% | • Actively participate in departmental operations and planning, including the development and implementation of departmental strategies and goals, collaborating with other functional areas of the Division as required.
• Assist Client Services Coordinator and Director in developing, marketing, branding and promotion of Farquhar Auditorium liaising with University Communications + Marketing.
• Co-ordinate aspects of University Centre Farquhar Auditorium communications and marketing strategies, specifically the development of social media and web content, on- and off-campus posterling and outreach to community arts partners through the development of mail lists etc.
• Collaborate with other Production Manager & Client Services Coordinator in the development and implementation of Ticket Centre and Auditorium procedures and the assessment of operational, staff, and overall organizational needs.
• Troubleshoot any ticketing problems (e.g. software, equipment etc.) that may arise pertaining to Theatre Manager, the UVic Ticket Centre, equipment and vendors.
• Assist with training and supervision of Front of House Staff.
• Work with Production Manager and Client Services Coordinator to supervise front of house during events, resolve event-related problems, and respond to client needs.

| Client Service 20% | • Liaise with varied clients (internal University departments, external organizations etc.) regarding ticketing and sales requirements identifying challenges and proposing solutions.
• Work with UVic Ceremonies and Events to serve that |
department’s needs around convocation and other special events.
- Ensure ticketing client services support effective audience management and safety.
- Investigate escalated client service issues and recommend solutions.
- Use Theatre Manager software to accurately build events, enter price codes and promotions, and format ticket faces as per client directions, confirming pricing, printing, staffing and other event requirements.
- Handle all group bookings including seat reservations, invoicing, final confirmations and payment processing.
- Co-ordinate workflow and production with internal and external clients to adhere to determined timelines using a variety of software such as Microsoft Office Word, Excel and Theatre Manager.
- Generate and analyze a variety of statistical and financial reports to provide information and marketing initiatives to supervisors, co-workers, clients and customers on demand.
- Accurately report and produce settlement reports for internal residence services clients and users such and School of Music.
- Respond to sensitive and routine inquiries or complaints from clients, and/or members of the business community.
- Answer general and specific questions regarding the University Centre Farquhar Auditorium and all productions in a professional, knowledgeable and courteous manner.
- Project management in the development of policies, procedures, business rules, the marketing plan and sales launch.
- Assist with development and implementation of event-related communication and marketing.
- Oversee growth in client relationship by researching, devising, implementing and assessing promotions and marketing initiatives.

### Staff Supervision

- Select, recommend for hire and onboard staff of CUPE 951 regular and casual employees (1 full time Clerk, 1 part time Clerk, 4-7 casual staff) and 1-2 work-study students.
- Create and maintain an effective staff-training program.
- Coach and mentor staff in a variety of business operations in a complex and dynamic work environment bound by PCI compliance.
- Monitor staff performance, conduct routine performance appraisals; and manage performance issues up to and including determining and implementing discipline in consultation with UVic Human Resources and Director.
- Management of casual, student and other staff includes formal supervision and authority to conclude appointments.
- Schedule work hours, granting time off, tracking time off and sickness for reports to HR, and ensuring staffing levels meet budget constraints and adhere to union policies and requirements.
- Generate and analyze statistics for sales and attendance to inform future staffing requirements
- Produce payroll sheets for Ticket Centre staff.
- Guide staff in resolving challenging and sensitive situations.
- Resolve labour/management issues in collaboration with UVic Human Resources, CUPE 951 and PEA.
- Be available to staff via mobile phone after hours prior to events and weekend shifts to provide guidance and support.
### Patron Service

| 10% | • Oversee ticket sales for all productions at the University Centre Farquhar Auditorium via phone, in-person and online using Theatre Manager software.  
• Provide ticketing and patron service support for Ticket Centre staff.  
• Investigate escalated patron service issues and recommend solutions.  
• Respond to escalated patron inquiries regarding the University Centre Farquhar Auditorium and all productions in a professional, knowledgeable and courteous manner.  
• Analyze patron service issues and recommend solutions as needed. |

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### 4. Classification Factors:

#### Problem-Solving:

- Develop and implement annual operational plans to support department goals and objectives.
- Research and analyze industry trends, standards, best practice to inform annual operational plans, and to plan and implement operational process and procedure modifications, improvements in the delivery of client and patron services, and the development, maintenance and enhancement of the Ticket Centre software and equipment.
- Develop and implement technical service improvements for Ceremonies and Events e.g. automated booking process using student convocation roster, electronic ticketing
- Find solutions/alternatives for technology, client and patron service or staffing related problems as they arise e.g. amending or establishing new processes or procedures to meet client service demands or needs.
- Advise and make recommendations to clients and patrons to resolve event related challenges and/or issues, and oversees their implementation.
- Generate and analyze statistics for sales and attendance to inform future staffing requirements.
- Troubleshoot any ticketing problems (e.g. software, equipment etc.) that may arise pertaining to Theatre Manager, the UVic Ticket Centre, equipment and contact vendors.
- Liaise with UVic departments to resolve institutional issues that have operational implications for patrons, clients, etc. e.g. changes to campus parking affecting patron experience, signage and facilities issues affecting operations, and campus security related issues.

#### Responsibility for Financial & Material resources:

**Event Ticketing:**

- Build events, enter price codes and promotions, and format ticket faces as per client directions, confirming pricing, printing, staffing and other event requirements.
- Ensure timely payment of institutional partners and off-campus vendors while adhering to central accounting’s procedures
- Ensure ticketing processes, procedures and systems remain PCI compliant.
- Provide relevant and accurate information/advice on ticketing policies.
- Oversee the collection, processing and reporting to the Audience and Client Services Coordinator for distribution to rental clients’ ticket transactions of $850K-$1.2M each year.

**Ticket Centre Budget:**

- Develop, monitor, administer and report on Ticket Centre budget of $250-300,000.
- Sign for purchases up to $5000; recommends purchases above that amount to the Director.

**Theatre Manager Ticketing Platform:**

- Oversee the development and integration of ticket platform, Theatre Manager, collaborating with information systems staff in the maintenance, development and
upgrade of the platform.

- Evaluate of Ticket Centre software systems and equipment to develop short and long term schedules for maintenance, repair, overhaul, replacement, upgrades and improvements.

### Responsibility for Human Resources:

- Formal supervision of Ticket Centre staff including 1 full time staff, 1 part-time staff, 1-2 work-study students, as well as a pool of 5-7 casual CUPE 951 staff.
- Management of term and continuing staff includes recruitment and selection (recommends new hires to Director), orientation, training and performance management. Director is informed of escalated performance recommendations and issues.
- Management of casual, student and other staff includes formal supervision and authority to conclude appointments.
- Schedule work hours, granting time off, tracking time off and sickness for reports to HR, and ensuring staffing levels meet budget constraints and adhere to union policies and requirements.
- Create and maintain an effective training program and relevant resources.
- Guide staff in resolving challenging and sensitive situations.
- Resolve labour/management issues in collaboration with UVic Human Resources, CUPE 951 and PEA.

### Impact of Decisions and Actions:

- Develop and recommend Ticket Centre annual operational plan to Director.
- Actively participate in departmental operations and planning, including the development of departmental strategies and goals.
- Assist Client Services Coordinator and Director in developing, marketing, branding and promotion of Farquhar Auditorium liaising with University Communications + Marketing; lead aspects of University Centre Farquhar Auditorium communications and marketing strategies, specifically the development of social media and web content, on- and off-campus posterering and outreach to community arts partners through the development of mail lists etc.
- Collaborate with other Production Manager & Client Services Coordinator in the development and implementation of Ticket Centre and Auditorium procedures and the assessment of operational, staff, and overall organizational needs.

### Independence:

- Work is guided by established policies, practices and procedures.
- Develop and recommend processes and procedures related to the UVic Ticket Centre and Farquhar Auditorium.
- Determine the priority of issues as they arise and implements correct procedures to rectify any issues.
- Work independently, routinely receiving guidance and direction from the Director.
- Escalate matters with significant or complex implications to the Director for resolution.

### 5. Summary of qualifications:

Undergraduate degree with an emphasis on business administration and a minimum of 3 years of related work experience including:

- Supervision, training and recruitment of unionized staff
- Auditorium operations
- Ticketing operations, ticketing software, Theatre Manager, and equipment
- Provision of client and patron services

An equivalent combination of education and experience may be considered.

Knowledge requirements include:

- Accounting, cash, debit and credit card standards and practices including Payment Card Industry (PCI) standards
- Project management best practices

In addition this position requires:

- Excellent analytical, critical thinking and problem solving skills
- Superior communication skills, both written and verbal
- Ability to work independently and collaboratively in a team environment
- Proven track record achieving project goals on time and produce deliverables of a high quality
- Ability to build and maintain productive working relationships with all stakeholders
- Ability to work effectively with a diverse population and with all levels of university personnel
- Demonstrated administrative and organizational skills
- Demonstrated leadership, supervisory skills and the ability to inspire a team
- Ability to concentrate and remain calm and level-headed in a sometimes hectic and emotionally charged work environment
- Commitment to service and an ability to work effectively in a changing environment

Assets or Preferences:
- Knowledge of the performing arts in Greater Victoria
- Using relevant point of sale, financial, reporting and databases (e.g. Theatre Manager, Fast, FAMIS, Beanstream, Moneris, ViewCat), and including ONEcard platform; and,
- Application of related financial and information & privacy regulation to service delivery program.

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<tr>
<th>Employee’s Signature:</th>
<th>Date:</th>
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<tbody>
<tr>
<td>Manager’s/Supervisor’s Signature</td>
<td>Date:</td>
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