



Volunteer Role – Sales and Ticketing Systems Manager

Purpose

The Loft depends totally on its audiences for its income. Our Box Office operation is managed and staffed entirely by Loft volunteers, who sell our tickets through the Oscar ticketing system from Savoy Systems. Oscar was installed at the start of the 2016/17 season as our previous system was no longer supported by the supplier. It is in use at over 100 other cinemas and theatres or similar size to The Loft across the UK.

In addition to the primary functions of selling tickets online and at the Box Office, all our customer and volunteer data is stored in Oscar. Therefore, Oscar is the system that we will be using to underpin our marketing strategy and our volunteer development.

The purpose of this role is to ensure that The Loft gets the most out of our investment in Oscar, by ensuring that the system is used effectively by the box office, the marketing team and other stakeholders.

Key Responsibilities

- Ensure that shows are setup properly on Oscar e.g. the correct performance schedule, seating plans and pricing.
- Work with the box office team to help them become comfortable in using the system. This could be through basic training, either formally or on an ad-hoc basis, or possibly by drawing up user guidance notes for specific tasks.
- Where a customer query is raised then either liaise directly with the customer or with the volunteer dealing with that customer in order to resolve the issue.
- Ensure that the website and Oscar's online ticketing system are in step with one another i.e. if the website states that a show is on sale then that show should be setup on Oscar and configured correctly to be on sale.
- Assist the marketing team in getting access to and utilising the data, to maximise sales, increase our audience base and develop our volunteer base.
- Assist volunteer managers and teams to carry out their responsibilities by helping them get access to the appropriate data including customers, volunteers and financial data.
- In accordance with management decisions evaluate and rollout new functionality such as membership purchases online, opt in donations at point of sale, online fundraising campaigns etc.
- Liaise with the suppliers, Savoy Systems to raise any issues that occur, such as system errors or customer feedback.



- As the manager of the system that contains customer data it is important that this role assists the Loft in its data protection responsibilities, by ensuring that all system access is carried out in accordance with the requirements of the General Data Protection Regulation.

Reporting

This role reports to the Head of Sales and Ticketing, but it will be expected to have a good working relationship with other members, especially the Head of Marketing and General Manager.

Summary

The Loft, as with many, many other similar arts organisations needs to work hard to achieve high audience numbers, increase income and develop a healthy pool of volunteers to keep the organisation alive and healthy for the foreseeable future. The individual that takes on this role will be playing a pivotal part in ensuring that future.

It is a role that would suite somebody familiar with IT systems and box office operations. Oscar, however is a relatively straightforward and intuitive system, so even if you do not have experience of such systems, but are comfortable with technology generally then you may still be suited to the role.

If you are interested in discussing this important position, then please contact gm@loft-theatre.co.uk.