



JOB DESCRIPTION

Job Title: Box Office & Sales Manager

Reports To: GB Directors & Fringe Project Producer

Based at: GB head office, GB Fringe Venues with flexibility for home/remote working except during event periods

Contract type: Full-time (permanent)

Start Date: 4 April or as soon as possible

Salary: 25,000 - 28,000 depending on experience

Terms: Hours will vary depending on the project period - usual working weeks in the annual cycle will require 35 hours per week and during the Festival Fringe build, event period (25 July-4 Sept) it is expected that hours required will increase.

Context

Gilded Balloon is one of Scotland's leading producers of live comedy and entertainment. The company started in 1986 and has been producing shows and operating venues at the Edinburgh Festival Fringe and year-round in Edinburgh ever since.

About the role

The Box Office & Sales Manager will work closely with the Directors and Producing team to manage the sales of Gilded Balloon shows and events throughout the year on our ticketing system, Red61. In the run up and during the Festival and year-round events they will oversee preparations and day-to-day operations of all sales channels including our in person box offices. This will include equipment procurement and installation, staff management, financial management, reporting, and reconciliation and liaison with various suppliers. This is an exciting opportunity for someone with Box Office, finance and people management experience who thrives in a fast-paced environment.

Duties include:

Ticketing / Box Office

- To manage the set-up of all Gilded Balloon's events on our ticketing system (Red61-VIA) to required deadlines
- Managing all ticketing aspects of the Fringe registration process working with the Fringe Society and Red61 to get shows on sale on our website and edfringe.com to maximise sales
- Work alongside the Marketing Manager and Assistant Producer to boost sales for all Visiting Companies and Gilded Balloon productions identifying unique sales opportunities
- To plan all box office infrastructure for effectively selling tickets online, in person and over the phone ensuring they are set up and operational to required schedule
- Work with the Fringe Project Producer and Finance Assistant to recruit the festival Box Office team and manage staff rotas and payroll in line with budgets
- To train temporary Box Office team members to provide excellent service across all sales channels to Gilded Balloon customers actively supporting all company policies
- To provide overall day-to-day management of the Box Offices across three Fringe venues and at year-round events
- Working with artists and producers to facilitate their requests and provide ticketing support and guidance
- Management of offers and complimentary ticketing to boost sales as required

Customer Service



- To provide excellent service to visiting companies, and to liaise with and support projects with other Gilded Balloon departments
- Manage box office enquiries and set up, management and problem solving of IT systems in order for Box Offices to function as efficiently as possible
- To train all box office staff in providing excellent customer service to Gilded Balloon audiences ensuring they make the best first impression to all possible customers
- Creating new opportunities for box office staff to provide ticket sales opportunities utilising new features and technology from Red61
- To identify opportunities to improve customer service to both audiences and visiting companies throughout our annual cycle

Data Capture & other Sales Management

- Set up effective data capture systems to accurately report on ticketing income using our ticketing system (Red61-VIA)
- Management of GB's Pals in Pink membership scheme with a view to grow it's customer base and engagement
- General management of other sales opportunities such as merchandise with a view to effectively diversify our potential income streams
- Annual data capture reporting to Directors identifying opportunities to increase sales and improve customer service
- Improve customer data capture and working closely with marketing team to utilise this data effectively
- Management of GDPR and privacy policies updating as required

Financial Support and Reconciliation

- Sales and related finance duties such as working with Xero accounting software and related App bolt-ons
- End of day/event cash management and float reconciliation at shows and events
- Regular reporting to finance team of cash in and outflows in line with ticket sales and other sales income generated
- With support from the Fringe Project Producer effectively report on payroll for temporary teams in line with project budgets
- Management of secure merchant payment services providers as necessary
- Support Directors and finance team with financial reporting, forecasting and set up of annual budgets in financial management systems
- Forecast annual ticket sales targets to support annual budget forecasts

What we are looking for...

- At least two years' experience in a Box Office environment
- Experience of supervising a team of sales staff
- Experience with databases and/or client record management systems as means of capturing and analysing data.
- Experience of cash and budget management and reporting on financial performance
- Strong IT proficiency and an ability to learn new software & systems
- Ability to interact, liaise, negotiate and communicate with a broad range of people, both internal and external to the organisation in a professional and effective manner
- Have a strong familiarity with an existing ticketing platform ideally Red61-VIA
- Enthusiastic team worker with excellent interpersonal skills



- Excellent organisational, time management and problem-solving skills
- Able to make quick decisions under pressure maintaining high standards of accuracy
- A flexible, organised and reliable approach to work
- Available to work a variety of hours including evening and weekends (particularly in the run up and during the Festival)

In addition to the above, it would be nice to have...

- Previous experience of working as part of a team at a Fringe festival
- Knowledge of GDPR and privacy policy implementation and management
- Finance experience working with Xero (or similar) accounting software
- A passion for the arts industry
- And, of course, a deep and utter love of tickets (and a sense of humour!)

How to Apply...

To apply for this role, please send your CV and a short covering letter to katy@gildedballoon.co.uk. Please use the subject line 'Box Office Manager Application'.

In addition to your application, please also complete our Equal Opportunities Monitoring Form [here](#)

General Recruitment Information

- All post holders will be issued an employment contract to sign prior to beginning work
- Applicants must be 18+ and have legal right to work in the UK.
- All posts will be expected to work out of office hours for key events and overtime as required to carry out the role responsibilities during busy event periods
- The weekly requirement will not exceed 48 hours per week during busy event periods and on average over an annual employment cycle additional hours will be limited to a 6 week event period in August
- All post holders will be given training and inductions relevant to their role
- We expect a high volume of applications for this role and advise applicants to apply sooner rather than later
- Interviews will take place on Zoom in March or April
- We are unable to contribute to accommodation, living and travel expenses.
- Gilded Balloon is an equal opportunities provider and encourages applicants from diverse backgrounds. Please get in touch if you would like a copy of our Equality, Diversity and Inclusion Policy