

**THEATER BOX OFFICE COORDINATOR**

**BASIC FUNCTION**

Coordinates the staff, operations, and activities of the Performing Arts Box Offices to ensure quality customer service and appropriate management of ticketing income, procedures, and documentation; provides feedback on cash-handling procedures; and directs and oversees the internal control of daily box office operations.

**SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from assigned area supervisor. May provide lead direction to temporary staff and/or student workers.

**CLASS CHARACTERISTICS**

This classification is responsible for independently performing duties in support of the Performing Arts Box Offices. Incumbents regularly work on tasks which are varied and complex, requiring considerable discretion and independent judgment. Employees in the classification rely on experience and judgment to evaluate and make determinations on operations and activities. Assignments are given with general guidelines to perform the work. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

**EXAMPLES OF TYPICAL JOB FUNCTIONS**

1. Organizes and implements systems administration activities for the Box Office ticketing systems; customizes and programs events for online sales; communicates directly with online ticketing agencies; and troubleshoots ticketing software problems.
2. Plans, coordinates, and provides sales and marketing recommendations to Fine and Performing Arts (FPA) faculty, dean, and/or directors; provides recommendations and information to webmasters; establishes telemarketing strategies and implements sales/marketing strategies.
3. Coordinates brochures and ongoing marketing mailings; generates marketing and sales reports related to customer demographics and the effectiveness of promotional activities, online sales, and marketing communications.
4. Processes cash, checks, and credit card transactions and produces reports; researches and resolves customer charge-back disputes; creates annual season ticket invoicing.
5. Performs audits of reports received to ensure proper crediting of deposits to FPA revenue and donation accounts; reconciles ticketing system transactions and credit card authorizations against monthly credit card transactions spreadsheet.
6. Monitors and tracks donations received through the box office and online ticketing system; works to ensure that donors receive proper recognition for their contributions; prepares detailed donor reports for analysis and tracking.
7. Coordinates front of house activities during performances; coordinates Box Office staffing schedules; provides direction, training, and guidance to assigned staff; plans, schedules, prioritizes, and assigns work; reviews and controls quality of work; explains and provides guidance on District policies and procedures.
8. Prepares daily reports tracking cash, online, and credit card ticket sales; prepares comprehensive end-of-show reports for management review and distribution.
9. Responds to inquiries and requests for information; coordinates group sales and performing arts events for K-12 students; interprets and applies regulations, policies, procedures, systems, rules, and

- precedents in response to inquiries and requests.
10. Orders ticket stock and box office supplies, based on need and within budgetary constraints.
  11. Attends continuing education webinars, conferences, and annual conferences to maintain and improve knowledge of ticketing software and marketing methods.
  12. Participates in District-provided in-serving training programs.
  13. Performs other related duties as assigned; specific duties not listed does not exclude them for this classification if the work is similar or related.

## **QUALIFICATIONS**

### **Knowledge of:**

1. Box office operations and services for a performing arts center.
2. Cash handling principles and practices including those for internal controls.
3. Box office ticketing and invoicing methods.
4. Methods and techniques of developing, communicating, and implementing operational policies and procedures.
5. Basic principles of budget monitoring and tracking.
6. General marketing and customer outreach principles.
7. Operational characteristics of systems and software used in box office ticketing and sales.
8. Principles and practices of data collection and report preparation.
9. Basic principles and practices of providing technical and functional direction and training to assigned staff.
10. Principles and practices of report generation.
11. Principles and practices of marketing information development and business correspondence.
12. Principles and procedures of financial record keeping and reporting.
13. Business arithmetic and mathematical principles.

### **Ability to:**

1. Coordinate box office staffing, services, and daily operations for performing arts centers.
2. Assist in the development of goals, objectives, policies, procedures, and work standards for Box Office operations and activities.
3. Coordinate and oversee sales and donations payments.
4. Maintain accurate records for box office operations and donor financial transactions.
5. Collaborate in marketing efforts by preparing materials and generating sales and marketing reports.
6. Troubleshoot and resolve ticketing, sales software, and systems issues.
7. Perform customer outreach and marketing support activities.
8. Maintain accurate databases, records, and files.
9. Prepare clear, accurate, and concise records and reports.
10. Independently organize work, set priorities, meet critical deadlines, and follow up on assignments.
11. Exercise independent judgment within general policy and procedural guidelines.
12. Effectively use computer systems, software applications relevant to work performed, and business equipment to perform a variety of work tasks.
13. Communicate effectively in the course of performing work tasks.
14. Establish, maintain, and foster effective working relationships with those contacted in the course of work.
15. Demonstrate clear evidence of sensitivity and understanding of the diverse academic, socio-economic, disability, and ethnic backgrounds of students, staff, and the community.
16. Provide efficient, high-level customer service to the public, vendors, contractors, and District personnel.

**Education and Experience:**

An associate's degree and three (3) years of electronic ticketing experience in a performing arts environment; or an equivalent combination of education, training, and/or experience.

**Licenses and Certifications:**

None.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard 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 classification primarily works in an office and standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Employees in this classification occasionally bend, stoop, kneel, reach, 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 up to 25 pounds.

The essential functions of this classification must be performed by the incumbents with or without reasonable accommodations.

**ENVIRONMENTAL CONDITIONS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset individuals in interpreting and enforcing departmental policies and procedures.