

## Bath Tourism Plus Job Description

Job Title:	Marketing and Data Executive (Bath Box Office)
Department/Location:	Visitor Services
Reports to:	Box Office Manager
Hours of work:	Full time-37 hours a week
Salary:	£20,000
Responsible for:	Box Office Assistants
Summary of Position:	Reporting to the Box Office Manager, this post is a flexible role to include acting as an ambassador for Bath Tourism Plus and Bath Box Office in providing a professional and efficient welcoming service to visitors of all nationalities and residents of Bath & NE Somerset.

### Primary Responsibilities

- To maintain and develop all systems and procedures necessary for the efficient operation of Bath Box Office and maintain high standards of customer service.
- To process ticket and event enquires received by post, internet, email, telephone and over the counter, both at Bath Box Office and at other designated venues as required.
- To support the Box Office Assistants and Visitor Ambassadors ensuring an efficient and productive Box Office service.
- To assist in the recruitment of the Box Office staff.
- Offer a marketing service to the clients, including a monthly newsletter.
- To seek and develop new clients and opportunities for Bath Box Office,
- To assist with the accumulation and maintenance of the client's databases and to oversee the accumulation and maintenance of an accurate and relevant customer and contact database for the clients. To accurately use this data to produce sale and marketing reports and to process mailshots, with a full understanding of the Data Protection Law requirements on database management.
- To conduct research into customers and audiences.
- To contribute to the accurate production of regular statistical information and performance indicators to client's activity.
- To manage and develop the Box Office website and associated social media sites.
- To attend meetings when required
- To liaise with external IT support providers on behalf of the Box Office.
- To take responsibility for ensuring the Box Office is compliant with the requirements of GDPR.
- And any other commensurate with the post that shall from time to time be determined by the Head of Operations.

## Personal Specification

	Essential	Desirable
Qualifications, Skills & Training	<ul style="list-style-type: none"> <li>• Highly numerate</li> <li>• High level of IT literacy</li> <li>• Good communication and personal skills</li> <li>• Excellent organizational skills and attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Box office management systems</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Working in a fast-paced customer service environment</li> <li>• Good knowledge of Bath and the surrounding areas</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of the tourism and hospitality sector</li> <li>• Previous Box Office experience</li> </ul>
Qualities and Attitude	<ul style="list-style-type: none"> <li>• Strong customer service focus</li> <li>• Professional can do approach</li> <li>• Reliable, trustworthy and committed</li> <li>• Flexible for working 7 day rotas</li> <li>• Enjoys working as part of a team</li> </ul>	
Sector and Industry Knowledge	<ul style="list-style-type: none"> <li>• An extensive knowledge of Bath and the surrounding areas</li> </ul>	<ul style="list-style-type: none"> <li>• Box office or similar background</li> </ul>

### **Prepared by**

Name:	Jane Warren (updated 25/06/18)
Title and/or Department:	Head of Visitor Services

**Note:** This job description is not exhaustive and will be subject to periodic review. It may be amended to meet the changing needs of the business. The post-holder will be expected to participate in this process and we would aim to reach agreement on any changes.