

# Melbourne Symphony Orchestra

## Position Description

<b>Job Title</b>	Box Office Manager	<b>Date</b>	May 2022
<b>Department</b>	Sales	<b>Reports to</b>	Senior Manager, Sales & Customer Experience
<b>Location</b>	MSO Offices, Southbank	<b>Role Status</b>	Full time, ongoing

### 1. POSITION PURPOSE

This position provides an essential service to the Marketing and Sales Department, and by extension to the wider Company, with responsibility across all customer-facing direct interactions including but not limited to Box Office, customer service, telemarketing and front-of-house venue liaison. These interactions shall connect customers with single and package ticket sales, MSO-branded merchandise, Friends of the MSO and MSO.LIVE memberships.

The role works closely with the Director of Marketing and Sales and Senior Manager, Sales & Customer Experience, and is accountable for ensuring the Box Office team provides premium customer service and maximum revenue generation through ticket, subscription, merchandise, and membership sales.

The role acts as an internal champion/super user for the Company's Tessitura CRM system, and works collaboratively across the sales and marketing departments, as well as with key external stakeholders.

The role oversees the Box Office Supervisors who, in turn, provide guidance to the Box Office team as well as ongoing support and administration of box office operations.

### 2. MSO VALUES and BEHAVIOURS

<b>Excellence</b>	We will deliver the highest standards of performance at all times, artistically and organisationally.
<b>Leadership</b>	We will demonstrate the highest levels of professionalism and be passionate advocates for our company, our artists and the art form.
<b>Innovation</b>	We are creative and seek new ways to inspire and engage our stakeholders.
<b>Collaboration</b>	We are one orchestra, and work cohesively with our partners and communities to achieve our goals.
<b>Respect</b>	We respect all those with whom we interact. We are ethical, honest, and transparent.
<b>Integrity</b>	We will be open and honest, reliable and respectful, and ethical at all times.
<b>Accountability</b>	We are responsible and accountable in our pursuit of sustainability.
<b>Diversity</b>	We reflect the diversity of our stakeholders to remain relevant, vibrant and inclusive, and engage all aspects of the Victorian community we represent.

### 3. DIMENSIONS and WORKING RELATIONSHIPS

<b>Reports to</b>	<ul style="list-style-type: none"><li>• Senior Manager, Sales &amp; Customer Experience</li></ul>
<b>Direct Working Relationships</b>	<ul style="list-style-type: none"><li>• Box Office Supervisors and Box Office team;</li><li>• Wider Sales and Marketing team;</li><li>• Senior managers;</li><li>• Departmental Directors;</li><li>• External stakeholders (including suppliers and industry peers) as required.</li></ul>

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### 4. MAJOR RESPONSIBILITY AREAS

The main areas of responsibility include:

- Management of the MSO Box Office and telemarketing operations;
  - Management of the Box Office Supervisors and Box Office Attendants;
  - Occupational Health and Safety.
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### 5. KEY RESULT AREA      MAJOR ACTIVITIES

<b>Box Office Management</b>	<ul style="list-style-type: none"><li>• Oversee all aspects of the Box Office operation;</li><li>• Continually assess, develop and formalise processes, policies and competencies to ensure a premium customer experience;</li><li>• Establish and maintain best-practice Box Office presence across all touchpoints;</li><li>• Assist with seating plans, including ticket holds and releases;</li><li>• Manage internal VIP ticket requests;</li><li>• Manage the staff roster to achieve operational efficiency and best practice service delivery within budget;</li><li>• Liaise with venue contacts to optimise the customer experience within a ticketing, front of house and accessibility context;</li><li>• Communicate with internal and external customers to effectively resolve issues, concerns or complaints;</li><li>• Oversee MSO merchandise and Friends of the MSO membership program operations;</li><li>• Ensure that all PCI compliance, Privacy Principles and the LPA Ticketing Code of Conduct is adhered to in relation to all ticket sales;</li><li>• Stay abreast of industry standards and best practices and maintain robust industry/peer organisation networks;</li><li>• Manage the recruitment, onboarding and training of new box office team members;</li><li>• Assist with other ticketing and sales requests as required.</li></ul>
<b>Telemarketing Coordination</b>	<ul style="list-style-type: none"><li>• Lead and motivate the team to achieve sales targets;</li><li>• Participate actively in the ongoing development and refinement of an 'always-on' telemarketing strategy, and ensure telemarketing activity is integrated with campaign plans;</li><li>• Assist Senior Manager, Sales &amp; Customer Experience to implement and manage technical requirements to ensure comprehensive administration of campaigns.</li></ul>

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## 5. KEY RESULT AREA      MAJOR ACTIVITIES cont.

### Team Leadership

- Lead and drive an energised and proactive customer service team;
- Ensure that resources are managed to achieve required outcomes;
- Coordinate the training of the Box Office = team to improve effectiveness, service levels and performance;
- Provide support, troubleshooting and technical assistance for Box Office teams;
- Drive a customer focused approach to all interaction with internal and external clients.

### Occupational Health and Safety

- Work with management and other team members to ensure that all occupational health and safety (OHS) risks are minimised through awareness and application of safe working practices.

## 6. DECISION MAKING AUTHORITY

The position holder works under the general direction of the Senior Manager, Sales & Customer Experience, and whilst expected to have a naturally collaborative and consultative style, is also expected to be a confident and informed decision maker, exercising sound and expertise-based judgement on a day-to-day basis.

## 7. ESSENTIAL CRITERIA

- Demonstrated ability to use Tessitura to provide creative solutions to ticketing and philanthropy challenges, including but not limited to Events and Package building;
- Experience in a similar Box Office/ticketing role, with an entertainment/arts environment;
- Commitment towards delivering quality customer service;
- Demonstrated ability to lead, develop and motivate teams;
- An ability to identify sales opportunities and customer trends;
- Excellent communication skills, as well as training/presentation skills;
- Proficient with Microsoft Office, with emphasis on Excel;
- Demonstrated ability to work under pressure to achieve deadlines;
- Ability to balance attention to detail with broader strategic priorities;
- Flexibility to work outside of normal hours e.g. evenings, weekends, public holidays on occasion.

## 8. DESIRABLE CRITERIA

- A relevant Marketing or Business qualification, or equivalent;
- Experience using Microsoft 365 and Microsoft Teams;
- Understanding of the dynamics of working for a performing arts organisation.

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## 9. PERSONAL CHARACTERISTICS

- Well-organised, logical thinker with well-developed problem-solving skills;
- Excellent verbal communication and listening skills;
- The ability to train and coach others in complex processes;
- Confidence and ability to lead and motivate a small team;
- Strategic thinking, with an ability to embrace innovation and new ideas;
- Resilience, maturity, and the ability to maintain a balanced and calm demeanour;
- Superior customer service and stakeholder management skills.

## 10. POSITION DESCRIPTION MAINTENANCE

<b>Date of last review</b>	May 2022
<b>Conducted By:</b>	Senior Manager, Sales & Customer Experience and Director of Marketing & Sales
<b>Date for next review:</b>	November 2022

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## Recruitment Process

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This is an excellent time to be joining the MSO. Working closely with a small but dedicated team, this role will be well-suited to someone looking to make a positive contribution to the MSO, a much-loved cultural icon of Melbourne and Australia.

Please also note that it is a requirement that the successful candidate will have received both doses of the COVID-19 vaccination, unless they have a medical or other approved exemption. Please contact Human Resources if there are any questions or concerns regarding this.

### Key dates

Applications close 11.59pm, Sunday 12th June 2022.

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### How to apply

To apply please forward a covering letter and current resume with the subject line Box Office Manager application – YOUR NAME, to:

**Alex Fitzgerald**  
jointheteam@mso.com.au

Only shortlisted candidates will be contacted.

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### Contact

For further confidential conversation about this opportunity please contact during business hours:

**Shannon Toyne**  
**Senior Manager Sales & Customer Experience**  
Email: toynes@mso.com.au

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## About the Melbourne Symphony Orchestra

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Established in 1906, the Melbourne Symphony Orchestra is Australia's pre-eminent orchestra and a cornerstone of Victoria's rich, cultural heritage.

Each year, the MSO engages with more than 5 million people, presenting in excess of 180 public events across live performances, TV, radio and online broadcasts, and via its online concert hall, MSO.LIVE, with audiences in 56 countries.

With a reputation for excellence, versatility and innovation, the MSO works with culturally diverse and First Nations leaders to build community and deliver music to people across Melbourne, the state of Victoria and around the world.

In 2022, the MSO's new Chief Conductor, Jaime Martín has ushered in an exciting new phase in the Orchestra's history. Maestro Martín joins an Artistic Family that includes Principal Guest Conductor Xian Zhang, Principal Conductor in Residence, Benjamin Northey, Conductor Laureate, Sir Andrew Davis CBE, Composer in Residence, Paul Grabowsky AO and Young Artist in Association, Christian Li.

The MSO regularly attracts exceptional artists from across the globe including Chinese pianist Lang Lang, German violinist Anne-Sophie Mutter, Japanese composer Joe Hisaishi, American soprano Renée Fleming and, in 2022, cellist Sheku Kanneh-Mason (UK), Korean pianist Yeol Eum Son, tenor Kang Wang and conductor Vasily Petrenko.

Committed to shaping and serving the city it inhabits, the MSO reaches beyond the customary classical audience. Recent contemporary collaborations include performances with Tina Arena, Archie Roach, Nick Cave & Warren Ellis, Ben Folds, The Bamboos, Vera Blue, Dannii Minogue, Birds of Tokyo, and the Australian premiere of *Toy Story* in Concert.

The first Australian orchestra to perform overseas (1965) and the first to debut at Carnegie Hall (1970), the MSO has a proud history of international touring and has established firm roots through regular engagement in China, Indonesia and Singapore. The MSO boasts close ties with some of the world's finest orchestras including London Symphony Orchestra, Singapore Symphony Orchestra and the National Centre for Performing Arts in Beijing.

As an active ambassador for the arts, the MSO campaigns for the rights of all people to gain access to our music. Presenting carefully curated learning programs, a regional touring schedule, accessible concerts and free community events, the MSO provides opportunities for music lovers to be involved with the Orchestra, no matter their age or location.

