

## Ticketing & Insight Manager

The Postal Museum opened almost four years ago, and since then has had enormous success with over 350,000 people through the doors. They have experienced the Museum, telling the story of the postal service across 400 years; Mail Rail, the underground railway that at one point carried more than 4 million letters a day; the Discovery Room, where they can track down the story of their postal ancestors; learning programmes; tours; community programmes and much more. In the short time we have been open, we have been nominated for numerous awards, had brilliant feedback on Trip Advisor, Facebook, google etc., and attracted a more diverse group of visitors than many other museums.

---

**Based:** Central London

**Salary:** £32,000 per annum

**Hours:** 35 hours per week

**Start date:** To be agreed

**Responsible for:** Three Hosts and two Coordinators

**Reports to:** Head of Operations & Commercial

**Contract:** Permanent

---

### Who We Are

The Postal Museum tells the story of postal communication and its impact on a global society

### What We Do

We use our collection to explore stories around communication, and to inspire everyone to make richer and more meaningful connections in their lives

### Our Values Are

- Openness
- Generosity
- Innovation
- Curiosity
- Playfulness

### We Will

- Be open and generous in spirit and action
- Deliver innovation
- Communicate our stories with clarity and playfulness
- Be curious about people's stories and experiences

## **Strategic Objectives**

### Core

- Champion good communication and connections in individuals, families, communities and society
- Look after our collection and expand access to it
- Grow an increasingly diverse audience and enrich their lives

### Supporting

- Develop and maintain a sustainable financial model
- Grow our partnerships across the country and around the world

---

## **PURPOSE OF THE JOB**

The Ticketing and Insight Manager will work within The Postal Museum's (TPM) Operations & Commercial Department and will lead the Box Office Team and be responsible for the interaction and customer service via a range of channels that include, but are not limited to, phone, email, letters.

The post holder will lead the team, through development and training, to ensure they are always prepared to maintain all enquiries and bookings for TPM, including the school's learning programmes, group bookings, travel trade bookings and visitor queries; ensuring the team are adhering to the highest level of customer service and are achieving the agreed procedures, KPIs and SLAs that you will implement.

The Ticketing and Insight Manager will also be responsible for producing reports and providing detailed analysis on TPM's key performance indicators (KPIs) that supports data-based future business planning. The role will work closely with the Marketing & Communications Department to generate reports that inform campaign and audience development by providing insights into ticket sales and audience behaviours. The post holder will support the interpretation of data to improve customer service and visitor experience via formative and summative methods of feedback, e.g. post-visit surveys.

## PERSON SPECIFICATION

### EXPERIENCE

#### *(Essential criteria)*

- Proven experience in leading and managing a customer service team in a booking office or call centre environment.
- Experience of effectively developing, leading, and motivating a team.
- Experience of producing, analysing, and presenting reports that support the organisation at all levels of the business.
- Experience of successfully managing a diverse range of projects.

#### *(Desirable criteria)*

- Experience of successfully managing change
- Experience of managing a Box Office in a visitor attraction.
- Experience of implementing and managing contracts.
- Experience working with Gantner's sales software, ReCreateX (RCX).
- Experience of working with CRM systems.

## SKILLS/KNOWLEDGE

#### *(Essential criteria)*

- Proficient in Microsoft Office and point of sale (POS) software.
- Demonstrable ability to produce, analyse and report on complex data.
- Ability to communicate effectively both verbally and in writing
- Ability to build successful working relationships
- Practical working knowledge of legislation relating to Data Protection/GDPR regulations and its implementation in a visitor focussed environment.
- Ability to implement new ideas, taking initiatives from planning to completion.
- Ability to successfully prioritise and coordinate own and team outputs.

## PERSON SPECIFICATION

- Flexible and adaptable to change
- Positive attitude, proactive and ability to work on own initiative
- Ability to be creative, generate new ideas and pursue opportunities
- Calm under pressure and confident in challenging situations.
- A passion for exceeding customer expectations and supporting internal teams.

## **JOB DESCRIPTION**

### Key Responsibilities and Duties

#### **Box Office & Ticketing**

- Manage the ticketing functions for TPM, providing a high-performing ticketing and customer service to maximise revenue from public and trade sales, membership, and other offers.
- Effective line management of a high performing and proactive Box Office team.
- Work with the IT & Systems Manager and Web Manager to ensure the upkeep & development of all ticketing-related software.
- Create, track and reconcile internal and external TPM promotion of ticketed activities.
- Support Senior Visitor Experience Manager (SVEM) to develop customer service KPIs, maintain RCX and the operation.
- Use feedback and data to improve the customer online and onsite journeys.

#### **Financial and Commercial Management**

- Analyse business data to produce and circulate reports to support the business.
- Work with the Marketing Manager to manage trade activity and external promotions.
- Responsible for Box Office budgets for staffing and resources (software/hardware).
- Liaise with Marketing & Communications to advise on ticket pricing, trade allocations, commissions.

#### **Relationship Management**

- Contribute to the development of budgeting and forecasting processes for operational planning and marketing.
- Work closely with the IT & Systems Manager to manage contracts with suppliers.
- Create and implement innovations that will meet the needs of TPM with ticketing software suppliers and trade partners.
- Build strong internal relationships and work collaboratively with all museum departments.

#### **Data and Reporting**

- Maintain expertise in GDPR legislation, PCI Compliancy, and subjects relevant to the role.
- Contribute to projects to enhance the customer experience through data and digital technologies (RCX & website).
- Accountable for accurate and efficient reporting of trade sales to the Heads of Marketing & Communications and Finance.
- Review and develop organisational data sets to support the growth and development of TPM, linked to KPIs and organisational objectives.

#### **Other Activities**

- Be an active member of the Operations & Commercial Senior Management Team.
- Maintain all Box Office systems, communicating IT issues at the earliest possibility.
- Any other ad hoc duties as required.
- The post-holder is expected to monitor and report on their work as directed by their line manager and adhere to office guidelines on handling, health and safety, lone-working, etc., as advised, taking responsibility as appropriate.

## **WORKING CONDITIONS**

Ticketing & Insight Manager will be expected to work on average five out of seven days including weekends. Post holders will be expected to be flexible to the reactive needs of The Postal Museum and expect their shift allocations to vary. Working hours and days will be agreed in advance with the line manager and are subject to change as required.

This position may require an enhanced DBS check which will reveal any unspent convictions. A criminal record may not necessarily be a bar to placement, as any decision will be treated on its merits and individual circumstances subject to the museum's overriding obligations to protect the children and vulnerable adults in its charge, members of the public, the safety of the museum's staff and the Collection.

The Museum is a 7-days a week operation and regularly holds events outside its core hours; flexibility to work across sites, weekends, during holiday periods and before/after public opening hours is therefore an essential requirement of this role.

---

**TO APPLY:** Please send your completed application form and the equal opportunities form to [applications@postalmuseum.org](mailto:applications@postalmuseum.org)

**CLOSING DATE:** Midnight, Sunday 16<sup>th</sup> January 2022

**INTERVIEWS:** Week commencing 24<sup>th</sup> January 2022