

JOB DESCRIPTION

ROLE:	Casual Merchandise & Customer Service Agent
DEPARTMENT:	Sales & Marketing
REPORTS TO:	Customer Service Manager
CONTRACT:	Casual
HOURLY RATE:	£9.90 per hour (plus 12.07% to compensate for untaken annual leave entitlement)

ROLE SUMMARY

As part of the Belfast Waterfront and Ulster Hall (BWUH) team, Casual Merchandise & Customer Service Agents will be responsible for providing world-class customer service to open welcome all customers, promoting ICC Belfast, Waterfront Hall and Ulster Hall through all streams of communication. This casual role will provide administrative support for the delivery of entertainment events, ensuring seamless information flow between departments and the effective use of the venue ticketing system.

The ideal candidate will have a strong communication skill with an understanding of marketing techniques, and will have the willingness to adapt to, and follow, all systems and processes to enable a better customer experience tomorrow.

The company is committed to its vision to be world class and create an environment in which our people will continue to grow and play their part in building business tourism, live entertainment and events to deliver socially, culturally and economically for Belfast and Northern Ireland. All members of the team are expected to commit to the company values of "Do It Right, Do It Now".



Customers First: We always put our customers first.

One Team: We own shared goals as one team and support each other's growth.

Environment: We protect our environment and keep ourselves and others safe.

Respect: We treat each other with respect at all times.

Pride: We work with pride, purpose and urgency.

Driven: We are driven by our pursuit to be world class.

Structured: We take a structured approach - plan, do, check, act.

Unique: We are proud to be unique and original.

KEY DUTIES

Merchandise & Customer Service

1. Provide retail customer service sales for all Merchandise sold by Artists within our venues.
2. Complete stock counts and stock management reports for incoming / outgoing Artist merchandise.
3. Set-up retail merchandise displays as per brand guidelines to maximise sales for the Artist.
4. Complete end of day financial reports and provide clear information of sales performance to the Customer Service Manager.
5. Provide an efficient and effective service to Waterfront Hall and Ulster Hall customers via all channels (including, but not limited to phone, email and social media), understanding their needs and requirements and working to exceed these wherever possible
6. Provide front-line advice and support to customers wishing to book online, ensuring that all guidance information on the website is appropriate and up to date
7. Assume responsibility for acquiring and providing product and venue knowledge responding positively to customer enquiries and maintaining effective customer relations
8. Ensure appropriate levels of information for visitors to the venues is accurately and appropriately publicised via the website and recorded phone announcements
9. Respond to enquiries in a positive, consistent, courteous and informed manner; to investigate and resolve customer's problems and where appropriate collate information from various internal sources to so do
10. Deal with, and resolve, minor customer complaints, escalating or referring issues where appropriate
11. Adhere to brand guidelines in all responses, maintaining consistency in information and response
12. Ensure customers enquiries are answered and reporting processes followed in adherence to the timelines set out by the Customer Service Manager
13. Regularly review the department documentation and information, both internally and on the website to ensure it is correct and up-to-date
14. Ensure that the Box Office and surrounding public areas are always well presented in terms of cleanliness and maintenance, including the management of marketing collateral (i.e. posters and leaflets)
15. Act as a brand guardian at all times

Ticketing and Event Management

1. Ensure a positive online and offline experience for all customers
2. Deliver individual and collective revenue targets from all events through ticket and additional product sales e.g. merchandising, package sales etc using the Box Office systems and multiple communication platforms whilst ensuring the highest standard of customer experience
3. Use all selling techniques employed by the venue to the greatest effect, including pro-actively cross-selling and up-selling, outbound (cold call) selling and other forms of selling that may be deemed appropriate
4. Assist the Customer Service Manager in the administration of the department to include Access and membership schemes, group administration and customer service emails, alongside any other tasks as required
5. Be conversant and manage disability requirements and options across all venues to best advise clients, liaising with all relevant internal departments to organise special customer requirements on event nights and ensuring customer accounts are updated accordingly
6. Understand and be able to use the Box Office computer system to its full potential, taking personal responsibility to request training where required
7. Understand and be able to use the venue diary management systems in order to update Box Office details and to access information on future events
8. Liaise with secondary ticketing providers and promoters on events nights, providing reports to clients where requested
9. As required, process ticket requests from visiting productions (guest lists, promoter holds etc) and internal requests made via Chief Executive's Office or Sales and Marketing Director
10. Accurately record all customer information and encourage the public to sign up for the venues mailing list, ensuring a clean, accurate and complete customer database is maintained with a high rate of data capture to provide intelligent insight
11. Assist Customer Service Manager in communicating appropriate event requirements between operations and ticketing for events
12. Actively support the operations and catering teams to resolve issues on event nights relating to ticketing or purchases of up-sell catering

Other

1. Demonstrate a positive, enthusiastic, committed, and flexible attitude towards customers and other team members, recognising the importance and benefits of effective team working.
2. Have a clear understanding of ICC Belfast, Waterfront Hall and Ulster Hall business goals and ensure working practices are actively contributing to these goals
3. Act in accordance with BWUH's policies and procedures including customer care, equal opportunities and health and safety procedures.
4. Undertake the duties in such a way as to enhance and protect the reputation and public profile of BWUHs.
5. Undertake such other relevant duties as may from time to time be required

PERSON SPECIFICATION

Competencies

Applicants must be able to demonstrate evidence of the following competencies which may be tested via assessment or interview:

Commercially focussed: the ability to understand the events & entertainment industry and what makes an entertainment business successful, through either buying or selling products or supplying services to market.

Information technology skills: the ability to use Microsoft packages including Office and Teams for contributing towards the digital-first company approach.

Team-working skills: a team player who leads from the front and by example, with strong relationships developed within the Entertainments team and the wider company team.

Administrative skills: with the ability to maintain systems and records

Communication skills: effective oral communication skills with the ability to build effective working relationships with colleagues, representatives of other departments and external stakeholders.

Organisational skills: an organised and conscientious approach with exceptional attention to detail

Problem-solving skills: a logical and structured approach to troubleshooting problems, providing calm and measured responses.

Initiative and independence: ability to solve problems without having to be shown too often, taking responsibility for own time and effectiveness.

Resilience: ability to work effectively under pressure and the flexibility to adapt quickly to demands

Essential Criteria

Qualifications

Applicants **must**;

- Have a strong level of general education (minimum 5 GCSEs)
- Be fluent in English

Essential Criteria

Applicants **must**, as at the closing date for receipt of applications:-

- Customer service experience in a hospitality or cultural/entertainment setting
- Customer service experience managed via online and in-person
- Complaint handling experience
- Experience of accurate cash-handling, credit/debit card transactions and till transactions

Desirable Criteria

- Experience in a concert venue or theatre
- Experience in retail preferably in a Merchandising capacity
- Experience in working with computerised ticketing system
- Hold a customer service accreditation such as WorldHost or similar

Shortlisting criteria

BWUH Ltd reserves the right to shortlist only those applicants who have demonstrated the appropriate level of experience as noted in the Job Description.

BWUH Ltd treats personal data collected during the recruitment process in accordance with the organisations data protection policy. Information about how your data is used and the basis for processing your data is provided in the BWUH Ltd applicants' privacy notice, a copy of which is available on our website.

TO APPLY

To apply for this post, please send your CV and covering letter detailing how you meet the essential criteria to [hrinbox@waterfront.co.uk](mailto:hinbox@waterfront.co.uk).

Applicants should highlight on their CV, industry specific qualifications and certificates as well as educational achievements.

Please note that it is the applicants' responsibility to ensure that his or her CV and supporting documents are submitted by this closing date and time.

This recruitment ad will remain open. Applications will first be processed on Friday 13th May 2022 and then at 2-week intervals.

Please note that it is the applicants' responsibility to ensure that his or her CV and supporting documents are submitted by this closing date and time.

Belfast Waterfront & Ulster Hall Ltd will make all reasonable efforts to accommodate applicants who are unavailable on the specified interview date, but it is under no obligation to do.

