

Position Title: Customer Experience Assistant
Department: Marketing
Report to: Contact Centre Manager
Direct Reports: Not Applicable
Touring: No
Date: August 2021

Summary

To provide outstanding service to all internal and external customers of The Australian Ballet for all inbound and outbound customer service functions in a results driven sales culture.

Our Company

The Australian Ballet is one of the world's leading national ballet companies and a globally recognised Australian major performing arts organisation. Each year the company presents upwards of 220 performances through its main stage seasons in Melbourne, Sydney, Brisbane, Adelaide and Perth; along with public programs, special events, an extensive regional tour, a Children's Ballet and Education programs and regular overseas tours.

Orchestra Victoria (OV), provides pit services for ballet and opera in Victoria, and is a wholly owned subsidiary of The Australian Ballet. The Australian Ballet and Orchestra Victoria have an annual turnover of more than \$70 million and employ over 265 staff.

Our Values

We are exceptional In our art we strive to inspire, transform and to connect emotionally with our audiences. Beauty, athleticism, technical excellence and strength are hallmarks of our aesthetic.

We are ambitious We know where we are going. We believe in our ability to make things happen and to reach for the stars. We're disciplined and don't give up. We do things today.

We are innovators Creativity powers our company. We value knowledge, experience, open-mindedness, fresh thinking and passion on and off the stage.

We are proudly Australian Our company joyfully reflects the rich diversity of our nation, speaking to all Australians, and about Australia, to the world.

We are one team We work as one team towards common goals across the entire organisation, wherever we are and whatever we do. We are friendly, trusting in our relationships, always open to the other point of view, and willing to have courageous conversations.

We are sustainable We recognise the importance of diverse and growing income streams, and our dependence on state-of-the-art facilities and systems. We emphasise analysis, critical thinking, and careful planning in all our work.

Duties and Responsibilities

Customer Services, Sales and Ticketing Functions

- Develop understanding of and apply all processes and policies related to The Australian Ballet's customer service and sales functions
- Provide high-quality and personalised customer service that exceeds expectations
- Provide information on ticketing options, merchandise, and other goods and services offered by The Australian Ballet through call centre operations, web and social media
- Upsell associated products and services to extend and enhance the customer experience
- Respond to administrative enquiries and transfer calls as appropriate
- Process single ticket, subscriptions, and group sales
- Box Office operations, including EFTPOS
- Deliver other customer services including (but not limited to) the dispatch of tickets and merchandise, CSI administration, additional data collection, process payment instalments and facilitate order confirmations

Outbound Sales and Ticketing Functions

- Work systematically to established call/targets, to complete a required number of contacts within a given timeframe.
- Retain current subscribers for The Australian Ballet's 2022 season.
- Regain lapsed subscribers, from previous seasons, at different experience levels.
- Acquire new subscribers from The Australian Ballet single ticketing data base.
- Maintain a strong focus on offering subscription and donation benefits and value to all potential re-subscribers.
- Process seasonal subscriptions, merchandise sales and education program bookings
- Accurate entry of all transactional data

Other

- Attend the Box Office at venues when the ballet is in season in Melbourne as required
- General administrative tasks
- Maintain and ensure the accuracy and consistency of customer data in accordance with The Australian Ballet Ticket Policy and Procedures
- Comply with all The Australian Ballet environment, health and safety procedures
- Undertake other duties as reasonably requested by the Contact Centre Supervisor and Contact Centre Manager.

Knowledge, skills and abilities

- Demonstrated experience in a ticketing, sales and/or customer service role
- Experience in the use of database systems
- Knowledge of Tessitura (not essential)
- Sales experience (not essential)
- Highly developed in customer service and problem resolution
- Well-developed interpersonal skills
- An excellent communicator who is able to work as part of a team
- Ability to work in a dynamic environment
- Ability to take direction yet work independently as required
- Highly developed computer literacy skills
- A fast learner who can work to deadlines
- Neat personal presentation
- Flexible and adaptable
- An appreciation of the arts and the arts environment