

SUBSCRIPTION & TELESales TEAM LEADER

Company Profile

Our Vision

To be the best theatre company in Australia and lead the cultural conversation.

Our Mission

To create excellence in all forms of theatre with imagination and passion in order to entertain, challenge and inspire audiences.

About MTC

Melbourne Theatre Company is one of Australia’s flagship performing arts companies and has been enriching lives through the storytelling power of the finest theatre imaginable for over 60 years. Under the leadership of Artistic Director Brett Sheehy AO and Executive Director Virginia Lovett, MTC produces classic and contemporary Australian and international theatre.

MTC produces an annual subscription season of up to twelve productions plus an extensive Education Program; a Women in Theatre Program; a multicultural artists program (MTC Connect); a family theatre program; regional, national and international tours; and regularly collaborates with companies and artists from the independent and small-to-medium sector through NEON NEXT and other initiatives.

MTC employs over 500 artists and industry professionals each year (with approximately 96 ongoing staff), producing over 600 performances a season. It has a subscriber base of almost 18,000 people, with more than 200,000 attendances to its productions annually. MTC is a semi-autonomous department of the University of Melbourne.

Southbank Theatre is located in the heart of Melbourne’s Southbank Arts Precinct. Each year around half of the mainstage season is performed in the 560-seat Sumner, with smaller-scale works and other activities in the 150-seat Lawler. The balance of the mainstage season is staged at nearby Arts Centre Melbourne’s 882-seat Playhouse and 376-seat Fairfax Studio, with the four theatres enabling MTC to present works of a wide variety and scale.

Purpose of the Position

To assist and support the smooth running of the Subscription Department to enable the delivery of high quality customer service and processing of ticket subscriptions; and to lead the Outbound Telemarketing Campaign, driving sales and motivating the Subscription Sales Team to meet sales targets and improve performance, for MTC’s 2019 Mainstage Season.

Reporting Lines

The *Subscription & Telesales Team Leader* is a member of the Subscriptions team, across the dual areas of Ticketing and Telesales, and also part of the Ticketing Department. The position reports to the Subscriptions Supervisor who in turn reports to the Ticketing Manager. The position also reports directly to the Ticketing Manager.

The role is based at MTC headquarters: 252 Sturt Street, Southbank.

Responsibilities

The role includes but is not limited to the following:

Ticketing Services

- Support the objectives of MTC, through the provision of timely and effective ticketing services, information and support
- Assist in problem solving for subscription/single ticketing issues
- Assist in the subscription planning process, and other duties as required in the areas of ticketing to meet operational requirements such as online bookings and gift vouchers
- Supervise and monitor quality of subscriptions processing and data entry, providing operational support and assistance to the Subscriptions Team as required.
- Document volume of processing, orders received and other data as required.
- Administer processing and distribution of subscription exchanges which may include consignment of ticket inventory
- Complete daily banking and backup processing of Finance Department cash receipts. This includes cash handling.
- Accurate and timely processing of subscription applications, and ticket mail outs
- Remain conversant with developments in the operation of Subscriptions Office including in particular the computerised ticketing system.
- Assistance with any other functions as required

Subscription Telesales

- Assist in the organisation of subscription renewals through an outbound telemarketing campaign
- Supervise and monitor quality of outbound telemarketing.
- Motivate Subscription Telesales team members to work towards KPI targets, including number of calls and revenue generated through outbound calling.
- Provide ongoing reporting and analysis on the progress of the outbound telemarketing campaign
- Undertake and provide ongoing training and support in sales and telemarketing strategy to the Subscription Sales team members
- Recognise and respond to emerging trends and shifting needs of the subscription telemarketing campaign, varying the approach, strategies and working style of the team as required
- Respond to directives from Ticketing Management Team

Customer Service

- Provide an efficient and accurate and customer-friendly ticketing and information service by phone, in person, mail and through e-commerce to the general public, artists and staff for all events
- Resolve customer inquiries and respond to feedback/complaints through sound problem solving, decision-making, and effective communication, by following established guidelines
- Oversee team members while on duty and show leadership to ensure that customers receive friendly, courteous, professional service at all times
- Sound knowledge of MTC ticketing guidelines, season details and venues so as to be able to answer questions and impart this knowledge to subscribers and ticketing staff.

General

- Provide assistance and support in any other areas of the operation during peak periods
- Comply with and implement applicable legislation, codes and policies including antidiscrimination, and workplace health and safety legislation

Skills & Attributes

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- Emotionally mature with a calm temperament and a sense of humour
 - Excellent communication skills both verbal and written, particularly the ability to communicate with broad customer groups
 - Demonstrated experience with complex CRM or ticketing systems (knowledge of Tessitura an advantage)
 - Demonstrated experience with inbound/outbound customer service communications
 - An enthusiastic approach to sales and telemarketing
 - High level of skill in using Microsoft office suite, and database administration experience
 - Able to work effectively in a team
Able to work flexibly in accordance with peak periods and operate under pressure
 - Demonstrated ability to follow procedures and standards for data entry and to work autonomously within the guidelines set with minimal ongoing direction
 - Consistently provide quality external and internal customer service
 - Able to lead, supervise, be a team member, and motivate a team of employees, and effectively inform and disseminate pertinent information
 - Proven attention to detail, including the ability to review and correct own work
 - Ability to make decisions and solve complex problems

Environment, Health & Safety

All MTC staff are responsible for the following safe work procedures and instructions:

- All employees are to comply with the EHS manual
- Adopt work practices that support EHS programs

- Take reasonable care for the safety of his/her own health and safety and that of other people who may be affected by their conduct in the workplace
 - Seek guidance for all new or modified work procedures to ensure that any hazardous conditions, near misses and injuries are reported immediately to supervisor
 - Must not wilfully place at risk the health or safety of any person in the workplace
 - Participate in meetings, training and other environment, health and safety activities
 - Must not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare
 - Wear personal protective equipment as provided
 - Use equipment in compliance with relevant guidelines, without wilful interference or misuse
 - Must cooperate with MTC management in relation to actions taken by MTC to comply with Occupational Health and Safety and Environmental legislation.
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Conditions

MTC is an equal opportunity, smoke-free, family friendly employer and a dog-friendly workplace.

The position is covered by the *Melbourne Theatre Company - Production and Theatre Service Employees Agreement 2015-17*, set at Level 4, and other Melbourne Theatre Company Policies and Procedures as they apply.

The position is offered on a casual basis for approximately 6 months.

Ordinary hours of work are up to 37.5 per week, Monday to Saturday. The minimum call is 3 hours. Overtime where applicable, shall be paid as set out in the Agreement.

Hours are structured around the opening hours of the Subscriptions Room and the working week routinely includes Saturdays and evenings.

Other conditions include 10% superannuation, an in-house subsidised canteen and complimentary theatre tickets.

Access & Inclusion

MTC is an Equal Opportunity Employer committed to providing a safe working environment. We embrace and value diversity and inclusion in the workplace. Diversity includes all the ways in which employees differ, and the valuable contribution that all of these differences bring to the Company.

MTC encourages applications from Aboriginal and Torres Strait Islander people, people with diverse cultural backgrounds and people with disabilities. It is our policy to consider reasonable adjustments for qualified applicants with disabilities.

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