



Position:	<b><u>Director of Ticketing &amp; Customer Service</u></b>
Employment Type:	Regular Full-Time, Salaried/Exempt
Department:	Marketing & Public Relations
Salary Range:	\$80,000 - \$87,500
Reports To:	Vice President of Marketing & Communications

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### **ABOUT THE ROLE:**

Pacific Symphony's Director of Ticketing & Customer Service manages all aspects of ticketing and audience-focused customer service for the organization, including overseeing the ticketing system, managing the customer service team, and ensuring that all patrons receive the highest level of service possible. As an advocate for providing a best-in-class patron experience, this role serves as a crucial link between the organization and its subscribers, single ticket buyers, donors, visitors, and guests. Building and growing satisfying and long-lasting patron relationships is a key strategy for achieving long-term financial growth.

### **PRIMARY RESPONSIBILITIES:**

- Direct the day-to-day operations of the ticketing office; maintain a culture that maximizes revenue
  1. Recruit, train, supervise, and monitor performance of patron services associates
  2. Train, coach, and mentor team members to resolve customer-service issues
  3. Provide guidance to team about upselling, cross-selling and requesting donations
  4. Partner with Segerstrom Center to assure timely setup of season events and campaigns in using the Tessitura CRM system
  5. Maintain policies and procedures to drive patron retention, development, and lifelong relationships
- Support the Symphony's overall strategy to build patron loyalty with an emphasis on both service and sales
  1. Manage and develop protocols for customer service issues, including using the CRM
  2. Respond to escalated customer service inquiries and concerns
  3. Work with the marketing team to develop varied strategies and promotions that deliver maximum revenue
  4. Partner with the development team on cohesive strategies to further engagement, promoting Box Circle Club memberships and donation add-ons to ticket purchases
  5. Support outbound calling campaigns to ensure that they achieve sales goals
- Maintain and advance ticket office reporting, operational and related financial controls
  1. Prepare regular reports for marketing team, finance officers and senior leadership
  2. Oversee reconciliation of tickets sold and cash receipts within the ticketing system and with the finance department on an ongoing basis
  3. Work with the patron services team to assure proper daily routines are performed



4. Collaborate with the marketing team to ensure consistent messaging, purchase tracking, and accurate reporting on customer use of promotions and discounts.
  5. Contribute actively to the budgeting process (ticket sales and ticket office expenses)
- Monitor and control inventory so it is available for its most productive use
    1. Control ticket inventory by placing holds for internal use, such as sponsor holds and operational needs, as well as maintaining inventory for subscriptions and packages
    2. Direct and manage complimentary ticket program(s)
    3. Analyze pricing and venue mapping to recommend optimal revenue and loyalty generating structures
  - Represent the first-hand perspectives of patrons when providing vital feedback to the senior management team about patron experiences, requests, needs, and suggestions
  - Participate as a member of the Tessitura Users Group, to assure that the Symphony's interests are represented with the Segerstrom Center and that the platform's capabilities are being used optimally
  - Work with other departments to build and implement best practices in customer service
  - Develop and supervise ticketing and customer service team incentive plans, working in conjunction with the VP of Marketing & Communications and the COO/CFO
  - Embrace a commitment to actively welcoming and serving everyone in our community
  - Manage and participate in night-of-show box office rotation
  - Perform other duties as assigned

Note: Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

#### **EXPERIENCE AND QUALIFICATIONS:**

- Five to ten years of demonstrated success in a customer service environment, preferably in the entertainment sector or for a performing arts or cultural organization
- Experience managing a business or operational team
- An ability to lead, direct, and inspire a people on a ticketing and customer service team
- Ability to encourage others in pursuing their interest in orchestral music performances is a plus
- Extensive knowledge of Tessitura CRM or similar ticketing systems
- Strong analytical skills and an ability to make data-driven decisions
- Well-organized and deadline-oriented, with exceptional attention to detail and follow-through
- Ability to work both in structured and planned environment, and in situations where rapid response and instant decision-making is essential
- Strong written and verbal communication skills
- Excellent interpersonal skills and ability to interact with differing personalities and/or people of diverse backgrounds at all levels of the organization — including board members, donors, senior management and artist representatives, as well as current and potential audience members
- Excellent organization skills and ability to prioritize when there are competing deadlines
- Ability to analyze, problem-solve, initiate improvements, and work on projects independently



## **COMPENSATION:**

Pacific Symphony offers a comprehensive compensation and benefits package including a 401(k) retirement plan, paid vacation and paid holidays, as well as sick leave and personal days off. It provides a wide selection of health benefit options including medical, dental, vision, life and long-term disability insurance, as well as flexible spending accounts, an employee assistance program and complimentary tickets.

## **TO APPLY:**

- Email your resume, cover letter and salary requirements to **Jayee Liu, Human Resources Manager - [jliu@pacificsymphony.org](mailto:jliu@pacificsymphony.org)**
- Please begin your subject line with the words "Director of Ticketing & Customer Service"
- No phone calls please

## **ORGANIZATIONAL BACKGROUND:**

The Pacific Symphony is the largest orchestra formed in the U.S. in the last 50 years and is recognized as an outstanding ensemble making strides on both the national and international scene. Our mission is to inspire, engage, and serve Orange County and the region through exceptional music performances, education, and community programming.

Founded in 1978, Pacific Symphony enriches the human spirit through superior performances of classical and symphonic music. Pacific Symphony is located in Orange County; California's second most populous county, boasting a rich arts tradition strongly supported by an engaged public. The region is a tourism magnet, home of Disneyland, and a major financial and business hub.

Pacific Symphony is a highly dynamic and innovative organization, led artistically by Music Director Carl St.Clair and operationally by President John Forsyte. The Symphony has been designated as a Tier One orchestra by the League of American Orchestras, joining the ranks prestigious orchestra such as the LA Philharmonic, Chicago Symphony, and New York Philharmonic.

Pacific Symphony presents more than 100 concerts annually and serves 250,000 community members. The Symphony is nationally and internationally recognized for performance excellence, strong community engagement through education and other programming and for commissioned new works by contemporary composers. Pacific Symphony twice received prestigious ASCAP Awards for Adventurous Programming and was showcased in the League of American Orchestras' nationally released publication entitled *Fearless Journeys*. Pacific Symphony's Class Act elementary school education program has been honored by the National Endowment for the Arts and the League of American Orchestras for its exemplary orchestra education.



Resident for much of the year at the renowned Renée and Henry Segerstrom Concert Hall, the Symphony also presents a summer outdoor series at Five Point Amphitheatre. Music Director Carl St.Clair just celebrated his 30<sup>th</sup> season with Pacific Symphony, while Principal Pops Conductor Richard Kaufman is currently celebrating his 30th season leading the Pops series.

*Pacific Symphony values diversity in its workforce and is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, class, religion, country of origin, political beliefs, (dis)ability, age, sex, gender identity, sexual orientation, protected veteran status, or any factor protected by law.*