

## JOB DESCRIPTION

### Job Title: DEPUTY CUSTOMER RELATIONS MANAGER

#### Context

Watermans is a multi-disciplinary arts centre, housing a 239 seat theatre, a 125 seat cinema, a gallery space, two other exhibition areas, a studio, a restaurant and bar, and a foyer area with a standing capacity of 500, all of which provides an adaptable range of facilities for an extensive programme of cultural activities and entertainment. Watermans is located at the eastern end of the London Borough of Hounslow, and it plays an important role in both local and regional arts provision. The borough has an ethnically, socially and economically diverse population, and Watermans policies reflect the Centre's commitment to meeting the artistic needs of the local and wider communities it aims to serve.

#### Working Principles of Watermans Arts Centre

Watermans is operating in a rapidly changing environment which is both exhilarating and demanding. All our staff must be committed to a common set of principles and to sharing key ground rules:

1. Providing a high quality, exciting and coherent programme is at the heart of Watermans artistic policy.
2. The needs and aspirations of audiences and users are key to informing and inspiring all aspects of Watermans work.
3. We operate as an Equal Opportunities employer and equality both in the workplace and in-service delivery is given the highest possible priority.
4. We operate as a team. Each member of staff needs to be able to give and to take feedback.
5. Planning, monitoring and evaluation are collaborative activities: we all have a role to play in them.
6. We are committed to working collaboratively with external partners, including other cultural providers; local authorities and the regional and national arts funding system.
7. We are willing and open to incorporating relevant change into our working practices. Sometimes this means initiating change ourselves and sometimes it means responding to changes in our work environment.

#### Purpose of Post

To support the Customer Relations Manager in the provision of high-quality customer service, an excellent customer experience, and first class customer care, at every touchpoint. To role model expected behaviours to the team, leading by example. To lead the team when the Customer Relations Manager is absent.

#### Responsibilities

1. To assist in recruiting, developing, managing and motivating the customer relations team and support in line managing the team:
  - Assist in the recruitment process.
  - Support the team's training programme, in particular role modelling the correct behaviours and ensuring that the actions of the Customer Relations Team reflect what has been learnt.
  - Supporting the CRM to identify and correct areas where training is required.

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- Support the CRM in scheduling and running team meetings, and performance management meetings with individuals.
  - Allocate tasks within team to use staff time as effectively as possible.
  - To maintain a high level of accuracy amongst the team in the handling of sales transactions, reports, cashing up etc.
2. To support the CRM in ensuring that the venue and events are fully and effectively staffed at all times:
    - Day-to-day rota management.
    - Proactively monitoring the up and coming programme in order to be able to contribute to the rota.
    - Liaising effectively with the operations and programming teams to ensure that all requirements are covered.
  3. To deliver an outstanding customer experience across all areas:
    - Ensure that customers are safe and looked after at all times when in the venue.
    - Bring a genuine passion and knowledge to the delivery of outstanding customer service.
    - Maintain and share an excellent knowledge and understanding of the programme, and use this to support the CRM in generating passion and enthusiasm that is communicated to customers as a matter of course.
    - Maintain high standards of communication with all customers and potential customers, digitally, in the venue and over the phone.
    - Ensure the venue is looking its very best at all times.
    - Always strive to exceed customer expectations.
    - Be a role model to the team and strive for constant improvement in this area.
  4. To support the marketing team in delivering sales and an excellent customer experience:
    - Provide a conduit for regular customer feedback.
    - Deliver against sales targets agreed with marketing.
    - Provide reports and information when required.
    - Generate word of mouth about Watermans both in the real world and in social media channels.
    - Support marketing in keeping up to date programme listings on the website.
  5. To act as Duty Manager when on site including role modelling best-in-class knowledge and behaviours and leading on the development of these within the team.
  6. To attend weekly staff meetings and other meetings/briefings as required.
  7. To work flexibly and during unsocial hours, including evenings and weekends, as may be required by the rota, including at Bell Square and other outdoor arts sites as required.
  8. To collaborate with other members of Watermans' staff, committing to the achievement of strategic goals.
  9. To act as a keyholder for the Watermans site.

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- 10. To undertake training as required
- 11. To commit to the Watermans Equal Opportunities Policy and practice.
- 12. To undertake any other duties as may reasonably be required

**Responsible to: Customer Relations Manager**

**Responsible for: CRT (in absence of CRM)**

**Terms & Conditions: Work will be required on a rota basis including at evenings and weekends.**

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**PERSON SPECIFICATION**

**Essential Experience and Attributes**

- Thorough understanding of what makes great customer service
- Significant experience of delivering excellent customer service
- Significant experience of team management in a customer service or retail environment
- Experience of working in a box office or similar environment
- Experience of dealing confidently and effectively with a wide range of people
- Outstanding communications skills, especially when under pressure
- Great self-presentation skills, a natural standard bearer for a team
- Experience of working in the Arts and/or genuine interest in the arts
- Good spoken and written English and numeracy
- Good ICT skills
- Able to work under pressure
- Able to work flexibly
- Ability to work evenings and weekends as required

**Desirable Experience and Attributes**

- Experience of working in a proactive sales environment and implementing sales
- Experience of working with an online ticketing system (we currently use Ticketsolve)
- A First Aid qualification
- Understanding of principles of Health and Safety at Work
- Working knowledge of additional languages

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