

## **JOB DESCRIPTION**

**Job Title: CUSTOMER RELATIONS REPRESENTATIVE**

### **Context**

Watermans is a multi-disciplinary arts centre, housing a 239-seat theatre, a 121-seat cinema, a gallery space, another exhibition area, 2 studios, 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. As well as Watermans we also manage and staff Bell Square, the outdoor performance space in Hounslow.

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.

The Customer Relations Team act as the public face of Watermans, greeting and guiding every one of our audiences and visitors so that they get the best from us, each time they visit.

### **Working Principles of Watermans**

Watermans is operating in a rapidly-changing environment that is both exhilarating and demanding. All 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.

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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**

The role of the Customer Relations Representative is to provide outstanding customer service at all times and at all touchpoints to our audiences, artists, and partners.

The Customer Relations Team is made up of a number of permanent Customer Relations Representatives (“CRRs”), supplemented by a pool of casual CRRs.

Some of the CRRs, with further training, are able to act as Duty Managers, with additional responsibilities and pay.

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## Responsibilities

Customer Relations Representatives work as ushers at our indoor and outdoor venues, and they may also work within the Box Office, both face to face with our customers, over the phone and online. They work flexibly including evenings, weekends and Bank Holidays.

## Ushering and Stewarding

1. To be the face of Watermans' by giving excellent customer service at all times.
2. To act as a focal point for customers, users and visitors, ensuring efficient, appropriate and friendly communication at all times.
3. To act as ushers/stewards for the programme of events, keeping customers safe at all times.
4. To carry out duties in accordance with Watermans' policies.
5. To ensure that Watermans sites are maintained to a high standard of presentation, including but not limited to checking toilets; litter picks; spot-cleaning as required.
6. To work effectively with other members of Watermans' staff.
7. To sell merchandise as required.
8. To commit to Watermans Diversity Policy and practice.
9. To undertake any other duties as management may reasonably require.
10. To attend staff training, meetings and other briefings as required.

## Box Office – Duties as outlined above with the addition of the following:

11. To respond to customer queries/enquiries in person, by mail, email and telephone.
12. To administer sales transactions – selling tickets, merchandising, etc.
13. Maintain a tidy and professional box office environment.
14. To provide support to Watermans marketing staff including updating social media platforms, leafleting and upselling.

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- 15. To contribute to the management of the ticketing system, including maintaining the database and general housekeeping (for example generating reports, box office returns, updating events).
- 16. To ensure the security and appropriate processing of personal data of customers and colleagues
- 17. To deal effectively with customer complaints.
- 18. To receive, record and respond to customer feedback, negative and positive.

**Duty Manager – as above plus**

- 19. To take full responsibility for the security and safety of the Watermans site (including locking and unlocking the building), staff and partners, audiences, and other visitors
- 20. To represent the management as required.
- 21. To lead the daily Customer Relations Representative team.
- 22. To cash up and complete appropriate daily reports.

**Responsible to: Customer Relations Manager**

**Responsible for: N/A**

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## PERSON SPECIFICATION

### Essential Experience and Attributes

- Experience and understanding of excellent customer service
- Genuine interest in and ease with a wide range of people.
- Ability to work flexibly including work in the evenings and at weekends as required.
- Ability to work positively as part of a team.
- Excellent communication skills.
- Good self-presentation skills.
- Strong computer skills – Microsoft Word & Excel.
- Demonstrable confidence with basic mental arithmetic.
- Positive can-do attitude.
- Able to work under pressure.

### Desirable Experience and Attributes

- Experience of handling sales transactions.
- Experience of a customer facing role.
- Experience of working in an Arts and/or Box Office environment.
- Experience of working with a customer database.
- Interest in the Arts
- Experience in generating and managing engaging social media content
- Arts experience

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