

**PARK AVENUE
ARMORY**



DIRECTOR OF TICKETING & CUSTOMER RELATIONS

PARK AVENUE ARMORY

Part American palace, part industrial shed, Park Avenue Armory is dedicated to supporting unconventional works in the visual and performing arts that need non-traditional spaces for their full realization, enabling artists to create, students to experience, and audiences to consume epic and adventurous presentations that cannot be mounted elsewhere in New York City. Since 2007, the Armory has opened its doors to visionary artists, directors, and impresarios who provided extraordinary experiences in a range of art forms.

JOB DESCRIPTION: The Director of Ticketing & Customer Relations will be responsible for ensuring a high level of customer service for all Park Avenue Armory attendees at every point of contact. As the first interaction that many audience members will have with Park Avenue Armory, it is essential that all aspects of the customer service team are working within a consistent, clear, and organized set of policies and standards, and in perfect alignment with the Armory's overall brand strategy. The Director of Ticketing & Customer Relations will be a crucial steward of these components, always ensuring a unified and welcoming experience to the interested artsgoer.

Responsibilities include management of box office staff for all Armory events including performances, visual art installations, tours and recitals; monitoring of quality and performance of the ticketing path on all devices and at the box office; and programming and monitoring the Tessitura ticketing system, tracking daily sales and deposits, ticket account management and fulfillment; and overseeing creation of box office reports for Management.

An important note to applicants: As a flexible space where variations in seating configuration are a frequent occurrence rather than an exception, the ideal candidate will enjoy the challenge of making exciting audience experiences possible in a systematized way, and engaging the full capabilities of Tessitura, the Armory's current CRM and ticketing platform. As established users of Tessitura products, the Armory is particularly interested in candidates with a track record of optimizing reporting and data standards, and instituting new business rules that will make this possible and sustainable.

The Director of Ticketing & Customer Relations reports to the Director of Marketing.

RESPONSIBILITIES:

- Lead the Box Office in the development of systems, procedures and practices to provide the highest level of customer service
- Demonstrate excellent customer service skills, responding promptly to customer inquiries and requests
- Hire, train, and supervise box office staff. Oversee the development and maintenance of documentation and training materials that ensure staff is fully trained in handling customer issues
- Supervise the Tessitura Database Manager with the implementation, reporting, and generating of event reports using the Tessitura ticketing system
- Set up all Armory events in Tessitura, including defining and mapping all Facility elements, such as seats, price zones, inventory, N-scan compatibility, price maps, and scaling, and test all elements.
- Collaborate with Marketing and Senior Leadership on a forthcoming website redesign to ensure that user experience throughout is intuitive, customer-centric, and maximally accessible.

- Work with Executive Production and Marketing Department on setting up subscription packages and other discounts and promotions
- Contribute to ongoing analysis of current and historical sales information in collaboration with peer departments. Utilize analytic tools for detailed reporting on inventory, holds and revenue by zone, ticket distribution and other statistics as needed.
- Oversee the creation of daily box office sales reports including sales, holds, revenues, and performance against budget.
- Work closely with Front-of-House staff to ensure a seamless and exceptional audience experience for all Park Avenue Armory events, including the appropriate dressing of houses for optimized theatergoing experiences.
- Reconcile daily and monthly revenue by production or event with Finance.
- Work closely with finance on executing proper cash handling and cash control procedures.

MINIMUM QUALIFICATIONS:

- 10 years Box Office experience including a minimum of 5 years of progressive management experience
- In depth knowledge of the Tessitura system and Tessitura Analytics or T-Stats reporting is required
- Must be able to work well independently and to manage, train, and motivate others
- Excellent verbal and written communication and documentation skills required
- A flexible and adaptable approach, particularly in regard to the varied seating configurations employed by Park Avenue Armory productions
- Candidate must be able to successfully handle multiple priorities in sometimes high stress situations
- Proficiency with Microsoft Office including Word, Excel, Outlook, PowerPoint and other Windows applications required
- Position requires the ability to accommodate a flexible schedule, including evenings, weekends, and holidays, as well as being able to perform in a fast-paced, dynamic work environment
- Candidate should have cash handling experience and experience in scheduling staff members
- Candidate must also have the ability to work with the public and possess conflict resolution skills

APPLICATION PROCESS

The search for this role is being conducted on behalf of Park Avenue Armory by Tom O’Connor Consulting Group, a New York City-based arts and culture consultancy and search firm. To apply, please email your cover letter with salary requirement and a resumé in a single PDF document to jobs@tomocgroup.com with “Park Avenue Armory” in the subject line. Only resumé and cover letters submitted in this format will be reviewed. No phone calls or agencies, please.

Park Avenue Armory is an Equal Opportunity Employer committed to the goal of building a culturally diverse staff and strongly encourages applications from all qualified candidates.