

# Audience Services Manager, Family Tickets

## (part-time / flexible working considered)

We are looking for an Audience Services Manager to lead our customer support function.

### About us

Our mission is to offer the easiest and most caring service to help UK families plan, book and share amazing days together. It's grown from over 13 years' experience marketing and selling over 1.3 million tickets to some of the UK's biggest family events, including *In the Night Garden Live*, *Bing Live* and *Peppa Pig Live*.

2023 is an exciting time for us as we grow our online community, expand our work to new producers and venues and continue to provide award-winning support to our customers.

### About the job

As Audience Services Manager at Family Tickets, you'll lead our audience services team in delivering an exceptional experience to our customers. You'll manage customer communications, train and monitor our support team and ensure that our customers are engaged and listened to at every stage of their journey with us.

**Salary:** £25,000 - £27,000 pro rata (£31,250 - £33,750 FTE)

**Reports to:** Managing Director

**Location:** Remote Working

**Contract:** Permanent

**Hours:** 30 hours per week, Monday to Friday. Flexible or part-time working will be considered.

Occasionally some evening and weekend work may be required. Normal office hours are 9:30am – 6pm.

**Notice:** 3 months notice period (after 6 months probation).

**Pension:** Family Tickets Ltd operates a workplace pension scheme with The People's Pension.

# About you

## Essential Skills & Experience

- You can demonstrate empathy for customers and colleagues, and you care about improving their experience.
- You have at least 2 years' experience in a customer service role at supervisory level.
- You are confident in delivering an exceptional customer experience by leading support teams and managing processes and systems.
- You have excellent customer service skills – you are confident and sensitive when communicating with customers over the phone and in writing.
- You are very well organised, can work to tight deadlines and can keep a cool head under pressure.
- You have exceptional attention to detail. You are process-driven, with a methodical and measured approach to your work. You are accurate and check your work thoroughly.
- You have a good working knowledge of MS Office, particularly MS Excel for data manipulation and reporting.
- Your written English is superb. You communicate your points clearly and succinctly.
- You work well with a variety of internal team members and external contacts to improve the overall customer experience.
- You are willing to contribute your time and expertise outside of the audience services function to help improve other key areas of the business, e.g. marketing ROI and sales.

## Desirable Skills & Experience

- You have experience using or managing customer service software and social media monitoring software.
- You are experienced in monitoring, reporting on and improving customer experience KPIs, including CSAT, NPS and response times.
- You have experience in ticketing, box office, theatre and/or live events.

The ideal candidate will also:

- Put the customer first. You focus on making our customers' lives easier and help families create amazing memories together.
- Be caring and kind. You genuinely care about customers and are motivated by understanding and responding to their needs better.
- Deliver continuous improvement. You act on customer feedback and are always looking for ways to improve our service.
- Be flexible and willing to help. We're a small, friendly team so you'll need to have a 'can do' attitude and be ready to take on new challenges as they arise.

## **Detailed job description**

### **Key objectives**

Manage customer communications to ensure we're always delivering a helpful and caring service, via a range of channels, with fast response times and with accurate and friendly responses.

Recruit, train, monitor and motivate our support team. Enable them to increase moments of customer happiness.

Ensure we provide the essential information needed by customers at every stage of their journey.

Grow the volume of helpful reviews from customers, by:

- Providing guidance and incentives for reviews with photos and videos
- Growing social sharing.

### **Customer support and communications**

- Manage our customer service software (Zendesk and Agorapulse), to ensure efficient customer flow through email, social, talk and chat channels.
- Create and manage post-purchase, pre-event and post-event. automated email workflows and Zendesk macros to ensure our customers always receive the information they need
- Resolve complex and sensitive enquiries and complaints escalated by the support team.
- Be the champion for our customers with access and special needs, driving the development of accessible ticketing and information available at [familytickets.com](https://familytickets.com).

### **Support team**

- Lead on the recruitment of support team members and organise and deliver training alongside the Ticketing Manager.
- Monitor the performance of support team members, giving guidance and additional training when needed.
- Maintain our internal knowledgebase for staff, including policies, procedures and guidance documents.
- Collate availability and schedule shifts for support team staff

### **Help Centre**

- Manage our customer Help articles (in Zendesk Guide), ensuring all venue information and event information is up-to-date and accurate.
- Lead on the continued development of [help.familytickets.com](https://help.familytickets.com) to ensure an easy customer experience.

## Customer reviews and feedback

- Develop initiatives to grow the total number of customer reviews with photos and video in line with the company's KPIs.
- Provide guidance and incentives for customers to leave the best quality review and share it online.
- Curate the best review content for sharing with customers to help them choose.
- Seek customer feedback via survey, analyse results and disseminate feedback to relevant departments.
- Actively listen and respond to feedback, engaging with both our promoters and detractors. Use this feedback to encourage continuous improvement throughout the team and the company.
- Manage our customer reviews via Yotpo Reviews platform

## Customer retention

- Develop post-purchase initiatives and after sales care to support customer retention.
- Maintain and grow our loyalty scheme 'Family Tickets Reward Club' via Yotpo Loyalty platform, including earning rules, points system and referral scheme.
- Write and setup automated email workflows for the Reward Club in Klaviyo (our email platform)
- Working with the Marketing Manager create emails and social posts to encourage sign-ups and engagement in the Reward Club.
- Monitor Reward Club KPIs, run reports and analyse customer behaviour to aid the planning of our loyalty strategy.

## Continuous improvement

- Promote our vision and values throughout the company.
- Lead regular sessions with the support team and others to discuss how we can make things better for our customers, the business and for ourselves.

## How to apply

Please submit your CV and a covering letter outlining your suitability for the role to [audienceservices@familytickets.com](mailto:audienceservices@familytickets.com). Deadline **10am Tues 6 June 2023**.

Our recruitment process involves interviews and may include written tests and online tests you may take from home. If you are likely to need assistance with either of these elements because of a disability, please indicate that on your application or contact us using the details above. We welcome applications from all sections of the community and all applicants are welcome to get in touch with us to talk things through before completing an application or before interview.

You must be able to provide proof of your eligibility to work in the UK.

We look forward to hearing from you!