



Box Office Lead & Patron Services Representative Job Description

Reports to: Director of Marketing and Communications, General Director

Fort Worth Opera Association, Inc. (dba Fort Worth Opera) seeks applications for the position of Box Office Lead & Patron Services Representative from individuals with experience in inbound and outbound sales and customer service. Candidate must be proficient in ticketing system procedures and processes, exhibit professionalism while providing front-line customer service, and oversee a team of seasonal Box Office staff members. We seek a strong and resourceful candidate who will help Fort Worth Opera uphold its reputation of producing high artistic quality opera in the Dallas-Fort Worth Metroplex and throughout the opera world. The ideal candidate will align with our Mission, Values, Purpose, and Vision below:

MISSION:

The mission of Fort Worth Opera is to enrich people's lives with performances and programs that educate, entertain, inspire, and expand the horizons of current and future audiences.

VALUES:

Fort Worth Opera is committed to maintaining the highest possible standards of equality; to embracing diversity, giving voice to qualified people of all genders, races, and orientations, on and off the stage; and to transmitting to people of all ages the highest possible standards of fundamental human decency and a civil society.

PURPOSE:

Fort Worth Opera is committed to producing opera of the highest possible artistic quality and integrity; to identifying and training talented young American singers; to serving as a crucible for creating new American operas; to joining forces with other arts organizations in significant collaborations; and to stimulating curiosity and creativity in people of all ages through its Education Program.

VISION:

Our vision is to bring the communities of Fort Worth and North Texas closer together through inclusive musical experience, to cultivate young singers into the next generation of opera stars, and to be a world-renowned venue for new and innovative operatic works. We seek to bring the world of opera to Fort Worth and represent Fort Worth to the opera world.

THE COMPANY:

Fort Worth Opera is the oldest opera company in Texas, and one of the 14 oldest opera companies in the United States. The organization has received national attention from critics and audiences alike for its artistic excellence, pioneering spirit, and steadfast willingness to take risks. Celebrating its 75th year of operation in 2021, the company has not only performed hundreds of operas in Fort Worth featuring some of opera's greatest stars; it is also known throughout the operatic world as a champion of new and rarely performed works.

With an annual budget of just over \$3 million, Fort Worth Opera will begin producing a stagione fall and spring season consisting of three productions (2 traditional mainstage operas and one contemporary opera). The company also produces other performances throughout the year, including concerts and pop-up community outreach performances, bringing the art form to the community in unexpected venues, and acquainting new audiences with the joy of opera. Fort Worth Opera also boasts a highly successful opera education program, consisting of The Lesley Resident Artist program and the Children's Opera Theatre, which brings opera to nearly 40,000 school children each year across the state of Texas. The company's outreach efforts bring an operatic experience to people of every age, ethnic, and social group. *Noches de Ópera (Nights of Opera)* is a groundbreaking Spanish-language program introducing powerful operas that reflect the unique and diverse cultures of our Fort Worth community.

COMMUNITY:

Located just 20 minutes from Dallas-Fort Worth International Airport, Fort Worth is the 13th largest city in the United States, with a population of just under 900,000. Boasting a thriving arts scene, Fort Worth is home to three major art museums—as well as several galleries and seasonal art festivals—the Fort Worth Symphony, the Texas Ballet Theater, the Van Cliburn International Piano Competition and Cliburn concerts, and of course, the Fort Worth Opera. The city is home to Texas Christian University, a major national university with renowned music and performing arts programs. One of the crown jewels of Fort Worth is its vibrant downtown, home to the breathtaking Bass Performance Hall where Fort Worth Opera performs its mainstage productions. Opened in 1998 and encompassing a full city block, the 2,042-seat performance hall provides an unparalleled experience for performers and audiences alike.

POSITION OVERVIEW:

The Box Office Lead is responsible for reporting to and collaborating with the Director of IT and Systems Administration to implement an annual marketing communications campaign, which includes achieving and exceeding the earned revenue goal for both departments during the 2022-2023 fiscal year. The position is responsible for executing the day-to-day operations of the box office, managing customer service issues, overseeing a small team of seasonal box office staff members, communicating with Fort Worth Opera's patrons on the phone and via email, processing ticket orders, and working cross-departmentally to provide accurate box office reports.

SUPERVISES:

Box Office and Seasonal Box Office Staff.

HOURS:

Monday – Friday; **Up to 30 hours & events as needed.**

REQUIREMENTS:

- Manage inbound and outbound sales and customer service calls for all in-person and digital ticket sales.
- Maintain continual training and proficiency in the Salesforce platform and cloud-based ticketing, fundraising, and event marketing CRM tool Patron Manager to successfully complete accurate ticket orders each week.
- Cultivate and maintain a strong working relationship with Fort Worth Opera's seasonal box office staff and provide front-line customer service for FWO patrons throughout the season.
- Demonstrate excellent customer service skills, respond promptly to customer service requests and inquiries, and train all box office personnel in customer service standards.
- Assist Director of IT and Systems Administration with seat inventory management and releasing holds and Designated Seating Patron (DSP) program for the spring Bass Performance Hall production.
- Learn and execute policies and procedures for event cancellations, such as ticket conversions to donations, exchanges, refunds, add-on performances, credit on account, and allocation to future seasons. Be able to make outbound calls to patrons with unresolved issues in their account in a timely manner.
- Manage emails and phone calls. This includes listening to and returning all voicemail and email messages in a timely fashion, while overseeing seasonal staff members and ensuring FWO patron needs are addressed.
- Assist FWO patrons with non-ticketing related information in absence of a company receptionist. This includes visitor information, donor events, non-ticketed FWO GO pop-up performances, season event schedules, and finding meeting locations.
- Assist patrons with troubleshooting issues in regards to the FWO website, digital content access, and navigating the checkout process.
- Process all comp ticket requests for events and performances, including but not limited to staff, donor, VIP, chorus, guest artists, and press/media requests.
- Communicate patron special needs and house seats at partnering performance venues. Prepare the Box Office for all live performances, dress rehearsals, Student Night at the Opera, family operas, and pop-up community events at venues across DFW, if applicable.
- Always represent Fort Worth Opera in a professional manner while working the Box Office for walk-up and performance sales at Bass Performance Hall or other venues.
- Accurately and consistently manage Box Office cash handling, credit card transactions, and reporting responsibilities daily and at performances.
- Work with FWO staff to set up events, maintain seating manifests, maintain financial records and manage the preparation, presentation and final settlement of all box office statements post events.
- Assist Director of IT and Systems Administration with the implementation and generating of event reports in Salesforce and Patron Manager.
- Work with the Director of IT and Systems Administration to monitor the progress of campaigns and provide progress reports and analyses of results. Monitor ticket sales results by event with and coordinate implementation of strategy adjustments to maximize earned revenue.
- Work with the Director of IT and Systems Administration to develop a group sales program and other targeted ticket sales programs.
- Manage all discounts codes used in promotional campaigns to track ticket sales data.
- Reconcile any potential issues between ticket sales and FWO's financial department, including shortages or overages in ticket revenue.
- Complete all daily close reports and submit to the Finance Manager for daily review.
- Represent Fort Worth Opera in the box office at all performances and events.

TEAM RESPONSIBILITIES:

- Attend and actively participate in meetings with Director of IT and Systems Administration and team as required.
- Provide additional general administrative support to the Marketing & Communications, Education, and Development teams of Fort Worth Opera, as well as other departments as needed during periods of low call activity, and as directed by supervisor. This might include, but is not limited to preparing and sorting mass in-house mailings, database maintenance, and other administrative tasks as assigned.
- Assist with the Fort Worth Opera Education department and other community engagement events throughout the season, such as FWO GO pop-up concerts, family opera performances, and donor-centric events.
- Assist the Marketing and Development teams with providing data for local or national grants, OPERA America Field Reports, or comprehensive annual benchmarking surveys as requested.

PREREQUISITE SKILLS:

- Bachelor's Degree preferred.
- 1-3 years of direct customer service experience with a proven record of success.
- Strong organization, communication, interpersonal, and computer skills.
- Proficiency in Microsoft Office productions (Word, Excel) and collaborating in a Microsoft 365 environment.
- Knowledge or Expertise in Sales Force, Patron Manager or other ticketing software preferred.
- The ability to stay flexible and solution-oriented within fast-paced and ever-changing environments and personalities.
- Willingness and ability to work within rigorous and demanding time schedules, including morning, evening and weekend hours.
- Willingness and ability to work with a variety of different personalities and skill levels.
- Experience in sales, as position will include selling tickets for FWO's 21/22 and 2022/2023 seasons, conversing with patrons over the phone and in person to promote the company's 75th season.
- Willingness to collaborate with members of the Fort Worth Opera team.
- Knowledge or interest in classical music, opera, and the Fort Worth arts and culture scene.

PHYSICAL STANDARDS:

This position involves moderate work with lifting or moving of up to 50 pounds occasionally, occasional climbing and work from ladders and standing for long periods of time. The position requires ability to use computer equipment, manual dexterity, and the ability to communicate verbally and in written word. This position occasionally requires long hours and a flexible work schedule.

COMPENSATION AND BENEFITS:

Compensation Competitive Salary. This position is part-time, \$20 per hour up to 30 hours a week, beginning March 1, 2022, through June 1, 2023.

HOW TO APPLY:

For priority consideration, please send a cover letter, a current resume, and a list of at least three professional references to Fort Worth Opera at collins@fwopera.org. We are accepting applications until position is filled.

EQUAL OPPORTUNITY EMPLOYER:

BIPOC applicants are encouraged to apply. Fort Worth Opera does not discriminate on the basis of national origin, race, religious belief, gender, gender identity or expression, sexual orientation or disability in admission or access to, or employment in, its programs and activities.

COVID REQUIREMENT:

Employees must show proof of complete and up to date vaccination against COVID-19. At this time, a weekly negative test result must be submitted for in person work. All employees are required to wear a well fitting mask in the office and at FWO events.