

February 2024

Job Title: Customer Experience and Venue Manager

Reporting to: Director Training and Education

Direct Reports: Customer Service Assistant (full time), Customer Service Assistants, Front of House Supervisors, Ushers and Bar staff (casual)

ABOUT SYDNEY DANCE COMPANY:

Dance changes people. To experience dance is to be positively altered. In performances at venues ranging from The Joyce Theater in New York, to the Shanghai Grand Theatre, the Théâtre National de Chaillot in Paris and at home at the Roslyn Packer Theatre and Sydney Opera House, Sydney Dance Company has proved that there are no passive observers in a contemporary dance audience.

The reward of transforming audiences, and the raw pride of sharing Australian art with the world, has driven our ensemble of 17 dancers, led by Artistic Director Rafael Bonachela, to become one of the world's strongest forces in contemporary dance. Since 1986 the Company has been a resident of the newly renovated Wharf studios in Sydney's Walsh Bay Arts Precinct, on the land and over the saltwater of Gadigal Country.

Alongside Bonachela's original works, our programs have featured guest choreographers such as Melanie Lane, William Forsythe, Antony Hamilton, Gabrielle Nankivell, Stephanie Lake, Alexander Ekman, Marina Mascarell and Cheng Tsung Lung, collaborations with Sydney Festival, Australian String Quartet, Australian Chamber Orchestra, Sydney Symphony Orchestra, Sydney Conservatorium of Music's Composing Women, composers Bryce Dessner, Nick Wales and the late Ezio Bosso, visual artists Lauren Brincat and Leah Giblin, and fashion designers Akira Isogawa and Romance Was Born.

Sydney Dance Company has a broad community beyond the practice and performance of our Company dancers. We believe in the universality of dance, and with over 80,000 attendances annually, we have the largest public dance class program in Australia, ensuring that each and every one of us can connect with the grace, strength and creativity of dance. Our nationwide education program offers multiple opportunities for primary and secondary students through to career focused study for Pre- Professional Year dancers and university graduates.

POSITION PURPOSE:

The Customer Experience and Venue Manager works across Sydney Dance Company's activities including dance classes, performance ticketing, events and venue hire, to provide and lead on the delivery of outstanding customer experiences. The role is responsible for leading, developing and motivating a team of permanent and casual Customer Service Assistants and Front of House casual team members.

This role will also be responsible for overseeing the smooth running of Sydney Dance Company's Wharf Studios in support of the organisation's artistic, training, public program, and event outcomes. The position covers a broad set of outcomes from event support to building and facilities management and will contribute to the organisation's success through developing strong collaborative relationships. The position will play a key role in ensuring the building and facilities support optimal outcomes for all internal and external stakeholders so that venue usage is optimised and a high-quality experience for artists, students, teachers, and visitors is achieved.

The successful candidate for this role will have strong interpersonal, communication and stakeholder engagement skills. They will have a high degree of self-responsibility and preparedness to deliver hands-on tasks to ensure smooth operations of a busy cultural facility. They will be systems-focused, have excellent organisational skills and an ability to multitask competing priorities.

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REPORTING / WORKING RELATIONSHIPS

The Customer Experience and Venue Manager sits within Sydney Dance Company's Training and Education department and works closely with Head of Open Programs and Learning regarding the open classes. The role works closely with the Associate Producer – Wharf Events and the Ticketing Specialist on the delivery of events and performances both on and offsite. The role also works with the Marketing Department to maximise ticket, classes and special project sales.

DUTIES AND RESPONSIBILITIES

Classes and General Visitation

- Ensure high quality customer experience across all Sydney Dance Company activities to improve connection, engagement and reach, leading to increased revenue streams and improved profitability.
- Roster Customer Service Team within agreed budget to ensure adequate coverage across all activities.
- Optimise the use of Customer Relationship Management (CRM) systems including, but not limited to, Mindbody and Tessitura for all sales, booking, enrolment and customer record processes.
- Ensure customer feedback flows through to senior management, both informally and formally to ensure continuous Customer Experience improvement.
- Respond to complaints or escalated customer queries to work towards productive outcomes.
- Work closely with the Head of Open Programs and Learning and the Marketing team to improve communication and engagement of customers with our dance classes. This may include developing email automations to communicate with customers, actioning special offers, managing outbound communications, and undertaking evaluation/feedback with customers.
- Manage merchandise inventory and sales opportunities to increase revenue.

Front of House and Box Office

- Roster FOH Supervisors, Ushers, Box Office and Bar staff for all onsite events.
- Provide FOH briefings to Front of House Supervisors, Ushers and Bar staff for all Wharf events.
- Roster Box Office for Sydney Dance Company ensemble seasons along with Ticketing specialist. Ensure there is adequate support and coverage for Box Office during seasons.
- Manage Customer Service Assistants to provide quality Customer Service (inbound and outbound) for ticket buyers including ensuring process and product knowledge are exemplary and adhered to.
- Work closely with the CRM & Marketing teams to action campaigns and special offers and undertake evaluation/feedback with customers.

Team Management

- Ensure the Customer Service Team's product knowledge and Customer Service skills are of a high standard and contribute to a positive customer experience across all areas including event servicing, ticketing and dance classes.
- Provide leadership to casual team of Customer Service, Front of House and Box Office staff.
- Provide out of hours support to the Customer Service and FOH team in urgent situations and emergencies.
- Oversee training and development of the Customer Service and FOH team to deliver high level customer experiences including handling enquiries and complaints in a timely and professional manner.
- Ensure appropriate WHS training for staff including First Aid and Emergency Evacuation training and necessary Responsible Service of Alcohol (RSA) certificates for bar staff.
- Work with Ticketing Specialist to roll out training for Box Office staff for phone and in person ticket sales.
- Ensure ongoing training and best practice data integrity.
- Oversee recruitment and induction of new team members.
- Oversee implementation and improvement of team processes to ensure strong team communication, accessible and inclusive Customer Experience, compliance, security, procedure manuals, COVID Safety, and First Aid.
- Ensure processes are in place and adhered to comply with Work Health Safety, Privacy, and Child Protection Policy and Procedures contributing to a safe and productive working environment.

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Venue and Facilities Management

- Coordinate building, system and asset repair work.
- Respond to out of hours emergency repair works.
- Induct and oversee visiting contractors to ensure safe and effective work is delivered minimising impact to other activities.
- Oversee contracts, processes, and relationships with building contractors (such as cleaning, waste management), external suppliers, building managers and precinct operations team to ensure effective running of the facilities.
- Maintain venue equipment and stock (such as alcohol and glassware) inventory, ensuring equipment and stock is stored correctly and ready and available for use.
- Develop and implement an asset register and annual venue maintenance plan to provide greater visibility and planning of key maintenance, replacement, and future works.
- Monitor contracts and expenditure across maintenance, repair, replacement and other key infrastructure projects and support in planning and financial forecasting for annual budgets.
- Maintain testing and tagging requirements.
- Ensure all work is within heritage requirements and goes through appropriate approval processes.
- Support the Senior Leadership team with any relevant business disruption planning.

Safety, Compliance and Continuous Improvement

- Contribute to a strong WHS culture through communication and training of other teams, to meet statutory responsibilities to minimise risk and enhance accountability.
- Oversee process for incident reporting, investigation, tracking and analysis to promote best practice or implement new ways of working.
- Lead the development and implementation of policies and procedures such as Work Health Safety, Evacuation and Security, COVID Safety, operational procedures and systems usage.
- Canvas and understand key requirements from production, front of house and venue hire teams to make strategic recommendations about infrastructure and equipment improvements and priorities.
- Contribute to the strategic direction around environmental sustainability.
- Act as Deputy Fire Warden and lead on implementing processes and training for fire wardens.
- Ensure adequate First Aid staffing and maintain first aid supplies for the delivery of programs.

SELECTION CRITERIA

Essential Experience

- Experience leading a team of permanent and casual staff.
- Experience in a venue operations or similar role ideally in a performing arts environment
- Project management background including budgeting, scheduling, and stakeholder management.
- Operational experience including implementing new systems, processes and policies and making improvements to operating efficiency.
- Developed knowledge of Microsoft Office software suite (Word, Excel and PowerPoint)
- Working with Children Check
- First Aid Certificate

Essential Capabilities

- Self-management skills including the ability to manage multiple competing priorities across short-, mid- and long-term horizons.
- Advanced interpersonal, communication, and negotiation skills.
- Excellent Customer Experience and complaints handling abilities.
- Willingness to work outside normal business hours in line with scheduled activities.

Desirable

- Experience managing venue operational needs such as contractor engagement, WHS processes and planning and implementation of improvements to building operation.

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HOW TO APPLY

Please submit your CV and an application outlining your relevant skills, capabilities and experience which address the essential selection criteria by Monday 19 February, 9am to:

Polly Brett
Director Training and Education
Sydney Dance Company
Wharf 4/5, Hickson Road
Dawes Point, 2000

by email to pollyb@sydneydancecompany.com

For enquiries please contact: Polly Brett, +61 2 9258 4868.

You must have the right to live and work in Australia to apply for this role.

Sydney Dance Company encourages applications from Aboriginal and Torres Strait Islander people, people with a disability, mature age workers, people from diverse cultural and linguistic backgrounds and lesbian, gay, bisexual, transgender, intersex and queer (LGBTQIA+) people.

If you need any specific support to complete the application process, please contact
Amy Burrows (she/her)
Executive Assistant | Sydney Dance Company
executiveassistant@sydneydancecompany.com or +61 2 9258 4809