AUDIENCE SERVICES MANAGER  
Job Description

Department: Cal Performances  
Payroll Title: Events Supervisor 1  
Title Code: 6294U  
Percentage of Time: 100%  
Schedule: Variable (Including Nights & Weekends)  
Supervisor’s Title: General Manager  
Personnel Program: Personnel Policies for Staff Members (PPSM)

<table>
<thead>
<tr>
<th>Supervises</th>
<th>Payroll Title</th>
<th>% of Time</th>
</tr>
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<tbody>
<tr>
<td>(~10) Students</td>
<td>House Manager</td>
<td>.10-.49</td>
</tr>
<tr>
<td>(~10) Students</td>
<td>Assistant House Manager</td>
<td>.10-.49</td>
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<tr>
<td>(~40) Students</td>
<td>Staff Usher</td>
<td>.10-.49</td>
</tr>
<tr>
<td>(~150) Community Volunteers</td>
<td>Usher</td>
<td>.10-.49</td>
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INTRODUCTION

Cal Performances presents and produces outstanding artists from the Bay Area, the United States, and around the world in performances and community programs which promote excellence, innovation, diversity, education, and community involvement, with the fundamental belief that the arts are vital to our society locally, nationally, and internationally.

The Audience Services Manager is responsible for the efficient operation of all Front of House activities (approx. 275 events per year) associated with Cal Performances’ fine arts and rental events in six different venues: Zellerbach Hall, Zellerbach Playhouse, Wheeler Auditorium, Hertz Hall, Hearst Greek Theatre and the First Congregational Church.

The Audience Services Manager administers all Front of House operations including scheduling, training, and supervising of part-time student and volunteer staff; coordinating with concessionaires, caterers, vendors and artists merchandisers; distributing marketing related materials to patrons; providing audience safety and emergency services; and implementing Front of House policies and procedures. The Audience Services Manager works closely and in collaboration with the Ticket Office, Event Management, and Development staff.

The successful accomplishment of this position’s responsibilities directly contribute to the image of Cal Performances and the University of California to hundreds of thousands of patrons and to numerous artists, political and social leaders, as well as media and business organizations throughout the year.

RESPONSIBILITIES

(55%) Audience Services Activities*

Serve as Front of House Manager for Cal Performances events.

Act in close coordination with Ticket Office staff to employ customer service techniques to effectively interact with patrons, mutually resolving critical issues such as ticketing problems, late seating, crowd control, facility maintenance and general public relations.

Ensure that the ambiance, appearance, and general condition of lobby, auditorium, restrooms and other patron accessible areas of the facilities are appropriate.

Develop and provide Audience Services amenities to include coat check and lost and found. Provide directions and information. Oversee digital and hard-copy signage for events.

Ensure that events are accessible to persons with disabilities in accordance with the Americans with Disabilities Act (ADA). Maintain facility and equipment to provide maximum accessibility to patrons with disabilities.

Oversee execution of receptions, special events, intermissions, artist meet-and-greets, merchandise sales, informational/promotional displays, and other pre/post-event activities. Assist Event Management
staff with identifying and determining security needs. Coordinate with contract security and law enforcement for audience and artist safety.

Facilitate communication and services with concessionaires, caterers, and vendors as they pertain to Front of House activities to ensure quality customer service to patrons.

Coordinate with Marketing and other units as necessary to ensure that marketing materials, program books, inserts and/or surveys are available to all venues for distribution at events.

Assume leadership role in emergency situations, lead evacuation or other safety related procedures; perform crisis intervention; call for police and/or paramedics; and prevent or remove anything or anyone disrupting a performance. Provide first aide.

(30%) Scheduling & Supervision*

Interview, hire, train, motivate, schedule and supervise all Front of House staff. Manage paid and volunteer staff during events. Develop and implement a training program and orientation for all Front of House personnel. Schedule and conduct annual and periodic staff meetings. Develop and implement volunteer recognition programs.

(15%) Administration*

Develop and maintain procedural policies for Front of House staff including house policies, staff procedures, dress codes, and job descriptions. Communicate and coordinate with Event Managers, Production, Facilities, and Ticket Office to ensure smooth execution of events in all venues.

Work with artist to determine advance needs of performance; merchandise, lobby displays, etc. Facilitate communication and services with concessionaires, caterers, and vendors, as they pertain to Front of House activities, such as receptions or intermissions, to ensure quality customer service to patrons.

Responsible for and oversee the Front of House Event Report, outlining any extraordinary occurrences at the event; running times, an accounting of employees' time worked, concessions and merchandise report, accident reports, facilities maintenance items, and other event related items of note for all events.

*denotes an essential job function

SKILLS, KNOWLEDGE & ABILITIES

Required qualifications

- Excellent knowledge of customer service and event management techniques.
- Excellent verbal communication skills; ability to give appropriate consideration to others' concerns in order to address and resolve a variety of problems.
- Ability to access and manage diverse customer service activities, including unanticipated service needs and/or emergencies.
- Ability to speak in front of large groups of people.
- Ability to take charge and direct people in a calm and professional manner.
- Ability to work under pressure of deadlines in a demanding environment.
- Demonstrated organizational ability that allows incumbent to work on multiple projects with competing deadlines and to establish goals and work load priorities.
- Demonstrated supervisory and leadership skills to effectively recruit, select, train, and motivate student staff and community volunteers.
- Strong writing skills to prepare a variety of correspondence, reports, policies and procedures, agreements, and training documents.
- Strong working knowledge of computer systems and software including word processing, spreadsheet, and data management software.
- Initiative and ability to work independently and as part of a team.
- Ability to work nights, weekends, and holidays.
- Experience in Fine Arts and/or Event Management.
- Bachelors degree in related area and/or equivalent experience/training.
- This position requires the successful completion of a criminal background check.
Preferred qualifications

- Knowledge of ADA regulations for public assembly.