



## Sales & Systems Assistant

Thank you for your interest in the role of Sales & Systems Assistant. This pack will provide you with further information about Tyneside Cinema, as well as the role.

### Overview

The Sales & Systems Assistant plays a key role in ensuring customer experience is of a high standard through all interactions. This role is a sales focussed role responsible for generating revenue income through all activities and donations and requires specialism in the internal systems used within Tyneside Cinema.

You will need to bring energy, positivity and drive to the role. You will work closely with the Box Office Coordinator to support the business.

All of this contributes towards delivering excellent customer service and delighting our customers.

### How to apply

If you would like to apply please fill in an Application Form and an Equal Opportunities Monitoring Form and e-mail them to [HR&Admin@tynesidecinema.co.uk](mailto:HR&Admin@tynesidecinema.co.uk) with the subject line "Sales & Systems Assistant".

The closing date for applications is: Tuesday 15<sup>th</sup> September 2020

Interviews will take place on: W/c 21<sup>st</sup> September 2020  
The process may include a second interview.

## About Tyneside Cinema

Tyneside Cinema is the North East's only full-time independent cinema, occupying a beautiful, art deco, Grade II listed building in the heart of Newcastle-upon-Tyne where it has stood for over 80 years.

Built by Dixon Scott, great uncle of film directors Sir Ridley and Tony Scott, we opened in 1937 as a Newsreel Theatre, and now we are the UK's last surviving Newsreel theatre still operating as a cinema today.

Our building houses four auditoria, several meeting/workshop spaces and operates three onsite bars and cafes. We welcome 500,000 visitors to the building each year, with cinema audiences of 185,000, making us one of the largest and most successful independent cultural cinemas in the UK.

We have a firm belief that film has the power to be transformative and cinema, a space for our communities where conversations can take place. Our programme is vibrant, diverse and spans film, artists' film and film heritage for audiences of all ages, and from all walks of life.

We screen over 450 film titles each year from the UK and across the globe which include the best new releases, cinema classics, original curated film seasons and special programmes that explore the vital social issues of our time.

Through a range of initiatives and partnerships, we strive to be an accessible venue with an inclusive approach. We offer heavily subsidised tickets to refugees and asylum seekers as well as long-term disability benefits claimants, and also to young people. We run relaxed screenings for people living with dementia, inclusive screenings for those with disabilities, and daily captioned performances.

As well as being an important cultural and social hub, the cinema plays a vital role in the creative economy of Newcastle-upon-Tyne, employing over 130 staff across the charity and trading company, with profits reinvested in support of the cinema's charitable objectives.

We receive organisational funding and project funding from the British Film Institute in support of our film programme and talent development initiatives, and we are part of Arts Council's National Portfolio in recognition and support of our work with artists. Regular public funding, however, represents just 6% of our turnover and we, therefore, have a keen focus on generating earned income through multiple streams, both earned and fundraised.

## Company Vision, Mission and Values

### Our Vision

To be the finest, most welcoming, most exciting and most successful independent creative cinema in the UK.

### Our Mission

For people to be inspired, entertained and transformed by the watching and making of film.

### Our Values

The values which fuel our work are:

**Creativity:** we bring innovation, fun and imagination to our work.

**Engagement:** we want our relationships with artists, our partnerships with our City, our region and our industry, and our exploration of issues and content to be meaningful, focused and productive.

**Entrepreneurial:** we encourage approaches that are bold, adventurous, ambitious and forward-thinking while safeguarding the interests of the company.

**Open:** we develop trust by working in collaborative ways, through open discussion and shared reflection, and by embedding good practice.

**Inclusive:** we respect all individuals equally - staff, board members, audiences, users and artists - and are committed both to celebrating diversity and strengthening social cohesion.

**Excellence:** we strive to achieve the highest quality in our work, adopting an ethos of constant self-improvement and the continual development of our role within the marketplace, to ensure we provide the best possible experience for our customers.

## About the Role

<b>Position</b>	Sales & Systems Assistant
<b>Salary</b>	£18,500
<b>Working closely with</b>	Sales & Marketing Assistant Box Office Coordinator Head of Marketing & Sales Data Project Manager
<b>Probation Period</b>	3 months
<b>Tenure</b>	Full-time, 37.5 hours per week

### **The types of things included in your role:**

- Be a first point of contact on the telephone and on email for bookings and enquiries and assist customers with any related queries.
- Promote future programmes and events through excellent product and film knowledge.
- Keep up to date with the box office system and any other associated systems and how to use them, as well as any offers or deals and how to process them.
- Be able to implement any required changes to the box office system and suggest alternatives/solutions to new processes required as part of a revised proposition or offering.
- Support the Box Office Coordinator with monitoring of and reporting on memberships and all system processes such as direct debits are upheld and accurate.
- Up-sell concession goods and memberships where-ever possible and be proactive in seeking ticket donations, to contribute to income generation targets.
- Be able to make quick website updates, add programme content and copy for web pages.
- Adopt an ethos of 'continuous improvement', looking for ways to improve our practices to better meet the needs of our customers and to ensure that customer feedback is captured and delivered to appropriate members of staff for action.
- Adhere to all Box Office administrative duties and procedures and all other core duties of the role.

### **As a person you will:**

- Have previous experience in a box office / customer service role
- Previous success in driving sales and donations income
- Working knowledge of box office systems
- Experience of internal data processes
- Excellent communication and interpersonal skills, able to deal with customer queries confidently and professionally
- Positive can-do attitude, friendly and personable
- Demonstrable interest in film and creative industries
- IT literate
- Creative thinker, looking for engaging ways to meet objectives
- Numerate with the ability to collate, summarise and present information

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