



Scottish
Opera

JOB DESCRIPTION

Job Title:	Web and Communications Administrator (Maternity Cover)
Responsible to:	Head of Sales and Channel Development
Location:	Elmbank Crescent, Glasgow & hybrid working

Main purpose of job:

Working within the marketing team, ensure web and ticketing systems meet the needs of internal and external audiences. Working in close conjunction with the web developer (Codiance and ticketing & Customer Relationship Management (CRM) provider (Spektrix), be responsible for ensuring the website, booking and sales journeys are optimised for usability and accessibility. Work with third party box offices to manage the on-sale process. Use analytics packages to evidence findings.

Responsibilities

- Liaise with venues, promoters, ticket agencies and third party box offices to set up ticket allocations, promote performances and ensure effective flow of information
- Support the Data and Insights Manager to set up new web content including pages, forms, and embedding audio and video files
- Be the first point of contact for customer enquiries and processing bookings while providing excellent customer service
- Carry out front of house and ticketing duties where necessary at venues across Scotland
- Provide front of house and ticketing teams with reports, ensuring these are passed on in a succinct and timely manner
- Support the wider Company, in particular the Education and Fundraising teams, with web content requirements
- Manage Google Analytics 4 reports. Update the team on insights and write a monthly report on web usage
- Work as a member of the Marketing team, developing and maintaining an awareness of the objectives and activities of the wider team
- Proof-read your own and others' copy
- Attend performances and act as an ambassador for the Company

Person Specification

The successful candidate will:

- Have an interest in the performing arts
- Have experience in a ticketing and/or digital marketing role
- Have an understanding or willingness to learn about the Google Analytics
- Be proficient in all aspects of Microsoft Office and a CRM system (preferably Spektrix)
- Have excellent knowledge of digital marketing and Content Management Systems

The ideal candidate for this role must be able to demonstrate;

- An ability to establish and maintain effective relationships with colleagues and working partners
- Excellent communication skills, both written and oral
- Excellent customer service
- Dedication to meeting the expectations and requirements of internal and external customers
- An ability to work under pressure
- An ability to work independently and on their own initiative, as well as part of a team
- Excellent planning and organising capability
- Attention to detail
- A flexible approach to working. The postholder is required to travel from home during performance periods and to attend meetings and other events outwith normal working hours as necessary
- An ability to always maintain confidentiality and discretion

General Terms & Conditions

- Hours** : Standard hours are 35 hours a week, 9.30am to 5.30pm, Monday to Friday with an hour for lunch. Evening work and travel within Scotland will be required.
- Annual Salary** : £23,500 per annum FTE
- Holidays** : 25 days per annum + Public Holidays
- Probationary Period** : 3 months
- Pension** : You will be automatically enrolled into a qualifying workplace pension scheme (QWPS). You will contribute 4% of your salary, the Company contributes 8%.