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| **Role Profile****Customer Relations Assistant (Bilingual)** |  |
| **Role Title :** |  | Customer Relations Assistant (Bilingual) |
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| **Post Number :** |  | TIC012 |
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| **Role Family :** |  | 1. Assistant
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| **Hours of Work**: |  | Annualised - varying contracts available from 832 to 2028 hours per year. These will be allocated on a rota-basis, across 7 days a week, 8am-11pm. |
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| **Salary:** |  | *Real Living Wage – £9.00 per hour* |
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| WMC is a home for the arts in Wales, and a cauldron of creativity for the nation. We fire imaginations by curating world-class, critically-acclaimed touring productions, from musical theatre and comedy to dance, cabaret and an international festival. We kindle emerging talents with fresh, provocative and popular pieces of our own, rooted in Welsh culture. And we ignite a passion for the arts in young people with life-changing learning experiences and chances to shine in the spotlight.**We are Wales Millennium Centre. Fire for the imagination** |
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| **Primary Purpose**  |  | This position is responsible for giving a welcoming, efficient, knowledgeable and friendly service, promoting Wales Millennium Centre and its activities through all means of communication. To provide administrative support to the Ticket Office and develop and manage effective use of Customer Relationship Management system (CRM) and all other tools necessary to provide service to our customers.  |
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| **Generic****Accountabilities :** |  |

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| 1. |  | To ensure that confidentiality is maintained at all times; |
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| 2. |  | Provide information and answer questions on routine team matters and to ensure that telephone and email enquiries are dealt with to a high professional standard; |
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| 3. |  | Provide a comprehensive and organised administrative support to the team, providing correspondence, documentation, spreadsheets and presentations using Microsoft Office; |
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| 4. |  | To assist the team in the management of all administrative processes, with responsibility of various office duties for the team (i.e. photocopying, franking of post, scanning, etc); |
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| 5. |  | To maintain and input data onto databases / spreadsheets (i.e. Excel, Access, Tessitura), ensuring that information is accurate and is completed in a timely manner; |
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| 6. |  | As a term of employment, the post holder may be required to undertake such other duties and / or times of work as may be reasonably be required commensurate with the grade or general level of responsibility within the Centre. |
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| 7. |  | To have responsibility for Health and Safety of self, and others.  |

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| **Specialist****Accountabilities:** |  |

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| 1. |  | Providing a positive, exceptional and accessible service to all customers and colleagues primarily in the Ticket Office but also at the ticket desk, front of house spaces and auditoria at the Centre and off-site locations as required |
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| 2. |  | Be the first point of contact for customers of the Centre, dealing with a wide range of enquiries including event/room hire, restaurant/catering enquiries, ticket/general information. Assuming responsibility for acquiring and providing product and venue knowledge responding positively to customer enquiries and maintaining effective customer relations |
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| 3. |  | To work as a team to develop relationships to a range of customers including group bookers, coach and tour operators, agencies and members. Pro-actively research and establish new customers for the Centre |
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| 4. |  | Actively selling tickets, memberships, merchandise and any other products on sale via Ticket Office across all channels and all outlets, seeking opportunities to up-sell and cross-sell, promoting the services, events and products of the Centre and its partners |
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| 5. |  | Respond to customer enquiries or complaints in a timely manner via their chosen method of communication, escalating or referring issues appropriately  |
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| 6. |  | Assist managers in the administration of the department to include Access and membership schemes, Group administration and Ticketing subscriptions alongside any other task as required |
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| 7. |  | Take responsibility for keeping up to date with policies and procedures, pro-actively deepening knowledge of systems, products and services. Encourage teamwork by mentoring newer members of the team, sharing best practice and collaborating with other departments to improve service.  |
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| 8. |  | Reconciliation of sales transactions and adhere to Centre’s accounting and data entry procedures |

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| **Areas of Responsibility:** |  | * *Ticket Office*
* *Wider Business Performance Team*
* *Overall Centre-wide accountabilities*
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| **Success Measures :** |  | * *Success against PDR and annual objectives*
* *Staff / Customer Satisfaction and Feedback*
* *Internal Feedback Mechanisms*
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|  |  | **This role profile sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post.** |

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| What We Are Looking For…Customer Relations Assistant (Bilingual) |  |
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When preparing your written application you will need to provide evidence for the following essential and desirable competencies. In considering each, please use an example of where you have done this previously, either in a work or other situation.

**A. Responsibility**

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Self-motivation to meet Key Performance Indicators (KPI’s) of department | x |  |
| 2. | Accountability for ensuring financial / safety procedures are followed | x |  |

**B. Knowledge**

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Previous use of a Customer Relationship Management (CRM) system – preferably Tessitura |  | x |
| 2. | Previous experience of working in Customer Service | x |  |
| 3. | Basic IT skills | x |  |

**C. Values**

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Accountability – ensuring work is accurate, attention to detail | x |  |
| 2. | Collaboration – Be a team player, open to new ideas, listening to others | x |  |
| 3. | Innovative – Seek opportunities to improve processes/self-development | x |  |

**D. Communication**

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Confident, clear oral skills – face to face and over phone in both English and Welsh | x |  |
| 2. | Good written skills in both English & Welsh | x |  |

**E. Environment**

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Majority of shifts will be office based, using Display Screen Equipment | x |  |
| 2. | Call Centre environment – so periods of continuous phone work will be expected | x |  |

F. Welsh Language

Below outlines the Welsh Language skills required for this role, please refer to how you meet these *essential* requirements in your application (if applicable).

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| **No** |  | **Essential** | **Desirable** |
| 1. | The ability to speak Welsh | X |  |
| 2. | The ability to listen and understand conversations in Welsh | X |  |
| 3. | The ability to write in Welsh | X |  |
| 4. | The ability to read Welsh language material | X |  |