



Human Resources  
POSITION DESCRIPTION (HR 120)

**CLASSIFICATION:** Administrative Support Coordinator II  
**WORKING TITLE:** Operations Support Coordinator

**DEPARTMENT:** Performing Arts Center  
**FLSA:** Non-Exempt  
**INCUMBENT:**

**PURPOSE:**

The Cal Poly Ticket Office and Patron Services areas within the Performing Arts Center (PAC) serve approximately 30 regular/recurring client groups, both on and off campus, that are currently presenting about 200 artistic programs seasonally. The Cal Poly Ticket Office also handles all Athletics ticketing needs assisting with close to 100 games annually. Additionally, the Cal Poly Ticket Office services ticketing needs for other campus venues and some off campus venues to support clients, provide organizational growth and an expanding local arts community.

Under the general direction of the Manager of the Cal Poly Ticket Office, the Operations Support Coordinator assists with and helps coordinate support for the day to day operations of the Cal Poly Ticket Office. This position regularly exercises judgment and discretion regarding specific service situations to meet service expectations and resolve extraordinary situations as they arise and represents the PAC and University in a competent and professional manner at all times. This role carries out established policies and procedures, offers input into developing continuously improving policies and procedures and in the line of service makes appropriate service decisions including deferment to supervisors.

Additionally, the Operations Support Coordinator independently oversees activities and functions of the Ticket Office in relief of the Manager of the Cal Poly Ticket Office and shares primary responsibility as alternate in the critical daily supervision role and supports the Manager of the Cal Poly Ticket Office with oversight of the operation of the ticket office and takes on special projects within the realm of event admissions and patron service areas.

**DUTIES AND RESPONSIBILITIES:**

The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

ESSENTIAL JOB FUNCTIONS Daily 90%

**Ticketing Operations**

- Sell tickets and assist with maintaining accurate sales records for all events; and coordinate reconciliation of sales records with receipts and help in preparation and transmittal of deposits to PAC Financial Services student vault support.
- Assist in coordinating communications between the Cal Poly Ticket Office and client promoters, both on and off campus, the general public and student body to obtain and disseminate all event and ticket information.
- Provide professional, courteous customer service, including responding to and resolving customer questions, requests, and complaints according to established protocols; and assist and train student-assistants and other ticket office staff in instilling excellent customer service skills.
- Assist in programming and maintaining ticketing systems, ticketing data and the reporting thereof – in support of management, other campus departments, marketing, clients, promoters, patrons, financial services, front of house and concessions management and venues on and off campus.
- Oversee ticket office during events.
- Problem-solve and assist in devising solutions and initiatives to refine and enhance ticketing procedures.
- Assist in coordinating and directing seat assignment, including client hold requirements and comp ticketing processes.
- Assist in maintenance of equipment such as specialized ticket printers, PCI compliant CPU's for ticket selling and others by working with Cal Poly tech support and vendors.
- Perform opening and closing procedures for the ticket office.
- Conduct the timely and accurate distribution of all VIP, promotional and season tickets; and assist in special handling of tickets for client groups.
- Oversee vault operations, including conducting end of day settlements, reconciliation, and validated cash/check/credit counts and reporting.
- Enforce network security policies and assist in troubleshooting system problems.

**Patron Services**

- Assist in communication with University Parking to ensure the PAC event parking needs are met.
- Assist in communication with University Catering to ensure PAC concessions needs are met.
- Oversee, develop, and expand patron services operations to ensure a safe, high quality, customer-centric patron experience.
- Assist in scheduling, training, providing guidance, and communication with House Managers and Volunteer Usher team.
- Maintain University scanning equipment and train necessary staff on this technology.

### **Fiscal and Control**

- Responsible for implementing prescribed financial and data integrity of all ticketing functions.
- Assist in establishing and maintaining fiscal controls, compiling, reconciling and maintaining financial records and reports and analyzing data; and work closely with PAC Financial Services to reconcile transactions, troubleshoot and correct ticketing related fiscal impacts when discrepancies occur.
- Assist in supporting ticket office fiscal budgets, overall ticketing strategies, and collaborating on department goals and objectives.
- Assist in planning and utilizing ticket seller staffing to budget.
- Responsible for in-house funds in change bank and safe.
- Responsible for daily Brinks pick-ups.
- Maintain accurate records of all daily monies received, both in seller drawer change banks issued and totals returned at end of day.
- Perform event settlement sales reconciliation and reporting to support client billing.

### **Administrative**

- Assist in the evaluation of established policies and procedures and maintaining a set of written operating procedures for the Ticket Office; and work with the Manager of the Cal Poly Ticket Office in the recommendation and implementation of these areas towards continuous improvement of operations.
- Assist in the recruiting, hiring, training, scheduling, and lead work direction of student-assistants and other support staff selling tickets through the Cal Poly Ticket Office and onsite at events, including cash handling and control; and provide performance feedback to the Manager of the Cal Poly Ticket Office relating to support staff performance.
- Schedule student ticket seller staff and submit payroll data.
- Train ticket office staff in the ticket selling system, customer sales and service, and proper daily accounting and control procedures.
- Assist in ensuring PCI compliance by learning and keeping up-to-date with campus guidelines and coordinate with campus IT services on solutions and changes, including network, hardware, software and staff seller training for all credit card and sensitive data handling.
- Assist in ensuring compliance with ADA and other mandated requirements by keeping up-to-date with operational impacts, in keeping with industry standards, and implementing solutions..
- Contribute to vision and leadership in improving efficiency of ticket office operations.
- Utilize available office systems (such as MS Excel, Word, Google Docs, e-mail and calendar, Sling) at a high level of proficiency to conduct efficient data gathering, conduct client-patron-partner communications and operational functions.

### **OTHER JOB FUNCTIONS**

As Needed

10%

- Assist in coordinating clients and other staff with developing and implementing new and innovative ideas to increase ticket sales and promote events.
- Attend training and maintain skill currency as appropriate to safely and effectively complete assignments.
- Perform other job-related duties and special projects as assigned.

### **MINIMUM QUALIFICATIONS:**

**EDUCATION AND EXPERIENCE:** High School Diploma or equivalent. Type 45 wpm. Five years of general office support or technical experience. (Training at a vocational school or full-time college education may be substituted for two years of the required experience on the basis of one year of college for six months of experience).

**LICENSES, CERTIFICATES, DEGREES, CREDENTIALS:** N/A

### **REQUIRED QUALIFICATIONS (SKAs):**

- Demonstrated ability to quickly learn basic ticketing system programming and selling tickets from a major ticketing system platform, including web ticket sales.
- Demonstrated knowledge or the ability to quickly learn of ticket selling/ticket office operations.

- Working knowledge of budget policies and procedures; ability to monitor and track department budget and make projections. Ability to independently analyze data from large budgets and make accurate projections using standard business math, requiring some inference.
- Demonstrated customer service experience and excellent telephone skills with the ability to use negotiation and persuasion skills to achieve results and expedite projects.
- Ability to analyze operational and procedural problems and develop, recommend and evaluate proposed solutions.
- Demonstrated ability to train and supervise a part-time student-assistant workforce to sell tickets to the public in a high profile setting and representing the University and the PAC.
- Ability to use tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems.
- Excellent communications skills; ability to effectively communicate information in a clear and understandable manner, both verbally and in writing.
- Ability to understand problems from a broader perspective and anticipate the impact of office administration problems and solutions on other areas and take appropriate action or communicate them appropriately for action.
- Excellent computer skills and proficiency with a variety of computer applications including word-processing, complex spreadsheets, databases, on-line systems, Internet as well as online calendaring and email.
- Ability to interpret, provide guidance, and apply policies and procedures independently, and use judgement and discretion to act when precedents do not exist.
- Demonstrated ability to maintain a high degree of confidentiality.
- Thorough knowledge of English grammar, punctuation, and spelling, including ability to write and produce clear and concise reports, guides, and correspondence of a technical nature.
- Working knowledge of or ability to quickly learn, interpret, apply and communicate University infrastructure, policies and procedures.
- Ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the University with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.
- Ability to understand and work in complex client relationships requiring the skills to coordinate specific sales and service protocols requiring interfacing with the public in a variety of scenarios while operating under multiple directives from event clients and PAC staff related to ticketing operations and events.
- Ability to provide lead work direction.
- Working knowledge or the ability to quickly learn of safety rules and practices to ensure patron safety.

**PREFERRED QUALIFICATIONS:**

- Two years' experience in ticket sales or patron services reflecting responsibilities including ticket sales, ticket seller supervision, training and staff scheduling.
- Knowledge of and experience with AudienceView ticketing system.
- Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.
- Knowledge of and experience supervising and coordinating the sales and services of an operating full-service sales operation dealing with the public.
- Experience working in Patron Services Operations for a public assembly venue, such as concessions/catering, house management, and/or parking.
- Bachelor's degree and/or formal training in hospitality, venue management, or related fields.
- Experience working with volunteers or management/oversight of a volunteer program.
- Knowledge of protocol for assisted listening devices, sign language interpreters' and audio describers for patrons with special needs.
- Knowledge of ADA laws and practices.
- CPR, Safety, and First Aid training.

**SPECIAL CONDITIONS:**

- Must be able to work in a high traffic, high visibility office and at satellite ticket locations across campus that have noise and interaction with events and crowds and multiple simultaneous constituent demands for attention during peak admissions selling.
- Must be able to spend most working hours at a computer in an open office environment.
- Must be able to work flexible hours including weekends and evenings in accordance with event schedules.

- Must be able to lift moderately heavy equipment and documents such as computers, ticket printers, and boxes of ticketing stock.
- Must be willing to travel to attend conferences and training programs off-site for occasional professional development if approved.
- Must be able to work additional hours, including holidays and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- Must be able to successfully pass a pre-employment background/fingerprint check.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- This position classification has been defined as non-exempt and is subject to overtime provisions of the Fair Labor Standards Act (FLSA).