

Front-of-House Staff

Responsible to: General Manager, Assistant Manager, Duty Manager, Supervisors

Uniformed Front of House assistants are responsible for exemplary levels of customer care for all guests visiting our cinemas. As a Front of House assistant, you will be trained in all areas of general service, including - screen attendance, ticket sales, refreshment sales, bar sales and housekeeping duties.

Principal Responsibilities

- Sale of cinema tickets, gift cards and ancillary merchandise to customers.
- Sale of refreshments to customers, and utilising upselling and suggestive selling techniques to enhance concessions revenue.
- Sale of alcoholic beverages to customers. If you're 17 and under, you'll understand the importance of getting your immediate line manager to oversee these sales.
- Ensure cleanliness of the concessions, bar and prep areas, making sure these areas are always clean and tidy, following daily and weekly cleaning sheets where appropriate.
- Ushering duties – this means you'll be showing customers to their seats, helping them where necessary and cleaning up the auditoria after the film.
- Ensures general cleanliness of front of house areas and customer toilets.
- Aids with stock control, merchandising and rotation during the duty shift to ensure a constantly available supply of stock to the concessions counters and bar.
- To ensure cash transactions are reconciled correctly on the tills allowing your cash float to be balanced with trading figures at the end of your shift.
- Acts upon instructions issued by the immediate line manager who may be a Supervisor or Duty Manager.

Key Performance Indicators:

- Ensures the highest standard of customer service at all times.
- Ability to follow and act upon instructions given by the Management team, whilst always being willing and able to offer ideas and suggestions.
- Always ensures the highest standards of venue cleanliness.
- Always wears uniform as specified by the Company and upholds strong levels of personal hygiene.
- Upholds all Company principles as stated within the Operational Handbooks.
- Able to soak up new information and communicate this information effectively to customers, asking for help where you might not know something.

Key Skills:

- Excellent customer service standards.
- Strong written and verbal communication skills.



- Good mathematical skills when working with money.
- Good interpersonal skills.
- Attention to detail and accuracy.
- Methodical approach to problem solving.
- Flexible, reliable and positive approach to work.
- Adaptability – not every day will be the same.

ISSUE DATE: March 2022