



## AUDIENCE MANAGER: TICKETING

The Audience Manager: Ticketing has a crucial role in delivering our sales strategy; managing and coordinating the box office function for the company, and ensuring shows are on public sale and reporting back to producers. They work both front and back of house, delivering excellent customer service to ticket-buyers and strong support to Soho's producing & programming teams, and external producers and agents.

**SOHO THEATRE** is London's most vibrant producer for new theatre, comedy and cabaret. We pursue creative excellence, harnessing an artistic spirit that is based in our new writing roots, the radical ethos of the fringe and the traditions of punk culture and queer performance. We champion voices that challenge from outside of the mainstream, and sometimes from within it too. We value entertainment, accessibility and enjoy a good show. We are a registered charity and social enterprise and our audiences are diverse in age, background and outlook.

We are mission driven and we measure our success in:

- the NEW WORK that we produce, present and facilitate
- the CREATIVE TALENT that we nurture with artists, in our participation work and with our own staff
- the DIVERSE AUDIENCES that we play to and engage

To create theatre we nurture new playwrights, we commission new work and we produce new plays. With comedy and cabaret, we identify, develop and produce exciting new talents and present some of the biggest international stars.

Soho Theatre's busy Dean Street venue presents a year-round festival programme of shows across three performance spaces. Beyond Soho we take work to and from the world's major festivals like the Edinburgh Festival Fringe. Our touring work plays across the UK and internationally with strong connections to India, Australia and the US. Our filmed comedy can be downloaded on our digital platform, seen on TV and viewed on international airlines. We are also working towards the opening of an exciting new second venue, Soho Theatre Walthamstow, opening in 2023. We are ambitious, entrepreneurial and collaborative and take pride in our strong relationships with commercial partners – and the profits we make go back into supporting our work.

[sohotheatre.com](http://sohotheatre.com) | [www.sohotheatreondemand.com](http://www.sohotheatreondemand.com) | [@sohotheatre](https://www.instagram.com/sohotheatre)



## JOB SUMMARY

<b>Closing date:</b>	5pm, Tuesday 2 August 2022
<b>Interviews:</b>	w/c Monday 8 August 2022
<b>Job title:</b>	Audience Manager: Ticketing
<b>Reports to:</b>	Head of Sales & Ticketing
<b>Works closely with:</b>	Audience & Communications Team
<b>Line Management of:</b>	Audience & Communications Officers (2)
<b>Location:</b>	London, W1D 3NE
<b>Salary:</b>	£28,000 - £32,000 per annum

### How to apply:

To apply, please fill in an application form and complete an online equal opportunities monitoring form - [here](#)). When completing your application form, please read the person specification in the job description carefully.

**We will shortlist for the position based on how you respond to the job description and the person specification.**

### Submitting an application:

We prefer applications to be sent by email. Please send your completed forms to [jobs@sohotheatre.com](mailto:jobs@sohotheatre.com) with **AUDMT22** in the subject line.

If you would like to submit your application in another format, or you have any queries about this role, please contact HR on 020 7478 0100 or email [jobs@sohotheatre.com](mailto:jobs@sohotheatre.com) to discuss alternatives.

**The deadline for submitting your application is 5pm, Tuesday 2 August 2022.**

We plan to hold interviews w/c Monday 8 August 2022. We will contact every candidate, whether they have been shortlisted for interview or not.



## **JOB DESCRIPTION – PURPOSE OF ROLE**

- To be responsible for the welcome and support of visitors to Soho Theatre, and ensure the highest standards of customer service are upheld throughout the evening
- To oversee and coordinate the box office function for the company, ensuring shows are on public sale and reporting back to producers
- To manage Customer Service Assistants to ensure all Soho customer experiences are as smooth and positive as possible
- To uphold all Health & Safety procedures for the company, particularly those in relation to the public

## **DUTIES**

### **Ticketing**

- Manage the box office functions for Soho Theatre
- Liaise with all departments within the company on all matters relating to ticketing
- Ensure that all performances and other events are created on the box office system and are on sale within a reasonable time
- Provide regular briefings for all Box Office personnel on system updates and procedures and ensuring that all relevant information is on the ticketing system
- Liaise with all producers and incoming companies on all their ticketing-related matters overseeing set ups and providing reports as and when required, including visiting companies and agents comp management
- Oversee administration within the box office system, including sales reporting and analysis, day-to-day accounting and reconciliation batch management
- Oversee the schedules for dynamically priced events, ensuring pricing is in line with the proposed course of action
- Support the Customer Services team in preparing for all performances and events, exploring ways to gather quantitative and qualitative audience data and feedback on their experiences
- Act as Account Manager for all external ticketing services activity, responsible for establishing and maintaining client relationships, pricing and tailoring of products and services in line with specific sales targets
- Support the management of digital system administration, maintenance and upgrades across all relevant ticketing and CRM systems, acting as the principal point of contact with third party suppliers
- Work at least two evenings per week in the FOH areas, supporting audience ingress and dealing with any ticketing issues arising
- Oversee pre & post show communications with audiences, including where changes in circumstances needs to be coordinated
- Stock control of merchandise through the ticketing system
- Be responsible for managing customer feedback
- Collaborate with the wider team to promote and process Soho Theatre memberships
- Work with the wider Audience Team on publicising access initiatives and assisted performances, working to build these audiences

### **Staff Management**

- Manage the Audience & Communications Officers to support their work within dynamic pricing, digital analytics, CMS management, membership and groups management.



- Lead on optional customer care across box office, FOH and bar
- Assist in the system management/changes (bar selling tickets)
- Be part of recruitment processes
- Contribute towards training of box office, FOH and Bar Staff
- Health and safety for building and team

### **In collaboration with the Head of Sales & Ticketing**

- Support Soho Theatre's income generation and audience development ambitions, developing and delivering innovation in ticketing and digital engagement to maximise ticket revenue and hit financial targets, attract and retain new audiences
- Proactively monitor daily sales
- Be part of the delivery of strategies developing relationships with organisations to encourage repeat attendance and group bookings.
- Generate regular financial, sales and other reports as required
- Be an access champion for initiatives for diverse audiences

### **General**

- Support the Head of Sales & Ticketing in the strategic development and delivery of Soho Theatre's sales strategy, including its aims, objectives, vision, brand and profile
- Administrate all aspects of the role, including record keeping and reporting
- Support the aims and objectives of Soho Theatre both internally and externally
- Act as a spokesperson for Soho Theatre to contacts and the industry
- Take an active part in first nights, press nights, sponsors' evenings and other events
- Contribute towards and champion Soho Theatre's Equality, Access and Diversity policies
- Communicating efficiently with the rest of the department to ensure the smooth and efficient running of the Communications activities
- Attending meetings with the Audience & Communications Department
- Soho Theatre is working towards the opening of the 1000 seat Soho Theatre Walthamstow in 2023. Whilst this role is based in Dean Street there may be opportunity to contribute to Audience and Communications elements of planning and opening of the new venue
- Any other reasonable duties the Head of Sales & Ticketing may reasonably require

This is a guide to the nature of the work required of the Audience Manager: Ticketing at Soho Theatre. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and the line manager from time to time.

## PERSON SPECIFICATION

### Qualities

- The ability to successfully work in a fast paced, energetic, and dynamic working environment
- A creative, confident, and ambitious communicator with the ability to engage a wide range of personalities and backgrounds
- A proactive, positive and flexible approach to work
- Highly organised and self-motivated - ability to manage self and act on initiative, work individually, as a part of a large team and able to inspire and nurture the same in others
- Friendly, helpful and approachable
- A strong working knowledge of the arts sector and interest in arts communication
- A genuine interest in and passion for theatre and the arts, including new writing and ambitious approaches to theatre
- A good understanding of consumer behaviour and particularly why audiences want to see a show
- A genuine interest in achieving and surpassing sales targets

### Skills

- Clear and accurate written and verbal communication skills, including the ability to communicate and negotiate confidentially and respectfully with colleagues, stakeholders (e.g. audiences, artists, agents, agencies and visiting companies) face to face, over the phone, on email and online
- Excellent administrative and organisational skills with ability to prioritise and manage a workload that has multiple, varied and often competing deadlines
- A creative communicator with attention to detail, including copywriting and proofreading skills
- High level of computer literacy
- Good networking, research and budget management skills

### Experience

- Demonstrable creative marketing and administrative experience, preferably within an arts environment, such as theatre, comedy, cabaret, media, cinema, live events, festivals or others
- Experience of effectively working on multiple (and multichannel) marketing campaigns, preferably in an arts venue or arts environment
- Experience of engaging a wide-ranging audience including new and existing
- Good working knowledge of the design and print process
- Administrative experience, preferably within an arts environment
- Budget management
- Line management (desirable)
- Experience of Box Office or sales systems and reports, website content management systems and digital analytic programmes (such as Google Analytics)



## **TERMS AND CONDITIONS**

### **Equal Opportunities**

Running through the core of Soho Theatre are the values of equality of opportunity, diversity of background and inclusion and accessibility for all. Our artists, audience and staff reflect a diverse London, and we work hard to increase representation across cultures and experience.

### **Terms of Employment**

This is envisioned as a full time, permanent contract, with a 3-month probationary period. However, we are open to job-share applications and part-time working proposals.

### **Salary**

£28,000 - £32,000 per annum

### **Holiday entitlement**

20 days per annum plus Bank Holidays, rising to 25 days plus Bank Holidays after one full year of continuous employment.

### **Hours**

The full-time working week is 35 hours, with an hour unpaid for lunch. Normal office hours are 10am to 6pm Monday to Friday. Regular evening and weekend work will be required for this role. There are no overtime payments, but TOIL is negotiable with your line manager.

### **Pension**

The Company operates an auto-enrolment pension scheme, which you are eligible to join after three months of employment. This is at the rate of 4% from the employer and 3% from the employee on qualifying (banded) earnings. The Government will pay in 1% of qualifying earnings, which is tax relief. If you have made other arrangements, there is the option to opt out altogether.

### **Staff Benefits**

- Tickets for Soho shows (subject to availability)
- Season ticket and Cycle to Work loans and other travel schemes
- Employee Assistance Programme including health insurance
- Seasonal flu jabs
- Training and development opportunities
- Discount at Soho Theatre Bar and other local businesses

July 2022