

Soho Theatre is London's most vibrant producer for new theatre, comedy and cabaret. A charity and social enterprise, we are driven by a passion for the work we produce, the artists we work with and the audiences we attract. We own our own home, Soho Theatre in the heart of London's West End. A former Synagogue, we raised funds, purchased and redeveloped it, opening it in March 2000. Today it is one of the capital's busiest theatre and comedy venues, with a year-round festival programme and a buzzing bar. Our roots date back to the early 1970s at the Soho Poly Theatre. Small but influential, Soho Poly was radical and relevant, capturing the excitement and innovation of its time. Today our work is wide-ranging, drawing from this fringe heritage, and adding a queer, punk, counter-culture flavour. We champion voices that challenge from outside of the mainstream, and sometimes from within it too. We value entertainment and a great night out.

We produce and co-produce new plays, work with associate artists and present the best new emerging theatre companies and comedians. We present the early work of countless UK artists (many who become industry giants), and we present many international artists' London debuts. We have a thriving variety of artist and talent development programmes, artists under commission and in development, and two new writing awards including the national Verity Bargate Award for new playwrights.

Work extends far beyond our Dean Street home, with a UK and international touring programme and connections. We present shows and scout talent at Edinburgh Festival Fringe and have close links with the Melbourne International Comedy Festival. We are the UK's leading presenter of Indian comedians and regularly present work there. We film shows and create our own digital work seen across our social platforms, on TV and in flight and streamed from our website.

We are working towards the opening of an exciting new second venue in London, Soho Theatre Walthamstow. A culmination of many years of Soho's work, in collaboration with a grassroots local campaign, to save a glorious, 1930s art deco venue with an incredible heritage reinvented as a 1,000-capacity venue for world-class comedy, panto, performance and participation – a 'local theatre with a national profile'.

Led by a collaborative and diverse senior team and board, Soho Theatre is an exciting place to work with a strong team ethic, fast paced, and with opportunities and intent for staff development and progression.

OUR STRATEGIC GOALS

THEATRE: continue to increase the resource, profile and quality of Soho's theatre and new writing programme; to ensure that this work sits well within Soho's lively cross-genre festival programme with diverse audiences, but also carves out the space to breathe and flourish within it.

COMEDY: work to ensure that we maintain an industry leading place through thoughtful curation, innovation and always being able to spot the next new talent; ensuring that artists continue to see Soho as a home for comedy and one of the places they want to perform; maintain programming integrity as we grow our audiences through Walthamstow, touring and digital.

CREATIVE ENGAGEMENT: grow our pathways for creative participation from early years to adulthood, supporting the next generation of artistic talent; support the growth of creative, connected communities around a new local theatre in Walthamstow

WALTHAMSTOW: successfully open and establish as a 'local theatre with a national profile', working with our key stakeholders of Council and community. Effectively manage the resultant change, organisational growth and risk.

AUDIENCES AND DIGITAL: build our distinctive London brand towards wider and inclusive audiences, with a particular focus on LGBTQ+, South Asian and Waltham Forest; international focus on India as well as Australia and the USA. Continue to build digital audiences and sustainable business models, also moving into specific digital content creation (as distinct from digital capture of live).

Job Description

Job Title:	Audience Experience Manager
Purpose of Job:	<p>To lead the Audience Team. Building a positive, dynamic, innovative and customer focused culture within the team and to develop and nurture a strong multi-skilled and adaptable workforce.</p> <p>Ensuring all of Soho Theatre's artistic programme are fully supported, delivering and exceeding expectations (performances, hires, digital and other activity).</p> <p>Responsible for the welcome and experience of visitors to Soho Theatre and ensuring an exceptional and inclusive welcome to all.</p>
Reports to:	Operations Director
Line Manages:	Deputy Audience Experience Manager and Audience Team
Working closely with:	Technical Team, Operations Team, Creative Team
Location:	21 Dean Street, London, W1D 3NE; Soho Theatre Walthamstow, 186 HoeStreet, E17 4QH as directed

Duties

Health and Safety

- To act as point of contact for all Westminster City Council representatives with an operational interest in Soho Theatre – Licensing, Environmental Health, Health & Safety.
- Ensure that the building is secure and that systems are in place to protect the building and its users.
- When acting as Audience/Duty Manager to be responsible for managing audience evacuations
- To work collaboratively with the Operations Director, Buildings Manager and Technical and Production Manager on maintaining building evacuation procedures and scheduling audience evacuation fire drills.
- Help to ensure all staff receive health and safety training relevant to their roles, and that there is an adequate supply of fire marshals and first aiders present during opening hours
- Work closely with the technical and Bar teams in maintaining the smooth running of the building.
- To be responsible for updating and reviewing all FOH risk assessments, policies and procedures
- Act as appointed first aider, fire marshal and key holder for the building
- To ensure that all incidents are reported, fully investigated and actioned in swift time to prevent further accidents.
- To liaise and coordinate with the Head of F&B on working with the external Security company. Ensuring that they have regular daily briefings with the audience team and are fully informed about the audiences and performances taking place in the venue.
- In collaboration with the Technical & Production Manager and Bar Manager, ensure that all venue users and audiences comply with Venue and Performance Risk Assessments.
- To ensure that regular venue checks are in place by the Audience Team daily, weekly, monthly and reporting defects.
- To attend external Safety and Security meetings, as delegated by the Operations Director

Audience Manager

- You will be expected to Audience/Duty Manage at least 2 performance times a week with regular shifts revolving around Soho Theatre's live performance programming across evenings and weekends.
- To be the primary point-of-contact, and welcome audiences, visitors, patrons and VIPs during performance times. Ensure they are treated with the highest standards of care and attention, in line with the Customer Service Policy
- To develop collaborative working relationships across all internal colleagues, artists, producers and visiting companies.
- When Duty Managing performances, taking full control of the public areas from pre-opening checks to closing. Presenting a smooth customer focused experience for the public, whilst ensuring all licencing laws are met. Taking full responsibility for the health, safety and wellbeing of the customers and team members.
- Have a sound working knowledge of performance content and show information (running times, age restrictions, latecomers' points etc), and of audience requirements for performances, including provisions for access requirements to ensure that the Audience Team are fully briefed
- To build the daily show report and run sheet for each shift
- Contribute to the review of systems and processes, proactively engaging with opportunities to improve efficiency and communication within and beyond the Audience Team.
- Act as first aider when needed, and ensure accident report forms are completed when necessary
- Be responsible for managing customer feedback during performance times, resolving any problems with sensitivity and authority as they arise, and if not possible, ensuring that relevant feedback is conveyed to the Operations Director for further investigation
- To always act in the best interests of Soho Theatre, and in line with all company policies

Staff Management

- To lead by example, championing and promoting the values and behaviours of Soho Theatre, promoting diversity and inclusion and acting as an ambassador for the organisation.
- Lead a positive, professional and strong team when on duty, with a focus on customer satisfaction and quality service
- To ensure that all public and invited audience performances/events are adequately staffed by writing rotas that are fit for purpose, considering budgets and audience experience.
- To lead on recruitment, inductions and regular appraisals for a pool of casual FoH staff, notifying the Operations Director should there be any grievances or disciplinary action required
- Maintain accurate records and ensure that GDPR is managed according to all legislation.
- Prepare staff rotas in line with Soho Theatre's programme requirements and budgets.
- Monitor and control all casual hours and core staff overtime costs to remain within annual budgets.
- Ensure weekly payroll data (casual hours and core staff overtime) is accurately recorded and verified, in good time for meeting payroll deadlines
- Ensure all core FoH staff have the correct training (health and safety and job-specific) for their roles, liaising with the Operations Director to book external training as required
- To devise effective and innovative methods of communication across the team, ensuring key messages are cascaded to the Audience team from other departments and the Company in a timely and appropriate manner.
- To manage the Audience team, including casual staff on duty, ensuring they are upholding the terms of Soho's policies and procedures, arrive for shifts on time, are presentable and are assigned relevant duties.
- Maintain a consistent positive attitude when dealing with other staff members. Set a good example with regard to punctuality, attendance, attitude and hygiene

Artistic/Creative Programme

- To be a point-of-contact for artists and companies performing and using the venue, and ensure they are treated with the highest standards of customer service.
- To liaise with visiting companies, artists, and producers and to be Soho Theatre's representative in the absence of any member of the Management Team
- To become knowledgeable of the artistic programme and brand values of Soho Theatre
- Liaise with all departments within the company on matters relating to the shows including Ticketing points with Box Office, Risk Assessments and Show Requirements from Producers, Content Advice with Comms etc
- Liaise with producers and incoming companies on their first day in the venue to ensure all FOH information is accurate and start the customer service experience for them.
- To work with the wider team in preparing for all accessible performances and events, exploring ways to gather quantitative and qualitative audience data and feedback on their experiences

Sales & Merchandise

- Liaise with internal colleagues to maximise sales opportunities across the Front of House/Audience operation.
- Ensure that merchandise stock is fully accounted for, sales appropriately recorded and stock checks regularly implemented and reported.
- **Work collaboratively across teams to promote sales: motivating the audience team to upsell merchandise, pre-order F&B and memberships**

General

- Represent Soho Theatre with external stakeholders and the wider arts community, building constructive relationships to further the work and profile of Soho Theatre
- Uphold the company's equal opportunities, access and diversity policies
- Be fully aware of the theatre's activities and programme of events at all times
- Undertaking any other duties as may be appropriate to the nature of the post, as agreed with the Audience Experience Manager

This is a guide to the nature of the work required of the role. 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

- Thrives in an energetic and dynamic festival-like environment
- A creative, confident, ambitious communicator who is proactive and positive
- Flexible attitude and approach to work and working hours. As an evening entertainment venue the role revolves around evening and weekend work
- Willingness and ability to work unsupervised and with initiative
- Highly organised and self-motivated
- An interest in - and enthusiasm for – new writing and ambitious approaches to theatre, comedy and cabaret
- Friendly and approachable, with an interest in meeting new people
- Tact, diplomacy and discretion
- A working knowledge of the arts sector
- The ability to engage with a wide range of personalities and backgrounds and an ability to develop and maintain good relationships with promoters, producers, artists and media
- Passionate about people, communities, diversity and inclusion

Skills

- Clear and accurate written and verbal communication skills, including the ability to communicate and negotiate confidentially and respectfully with colleagues, stakeholders (eg audiences, artists, agents, visiting companies) face to face, over the phone and on email
- Proven leadership and good people management
- Highly organised with good attention to detail.
- Confident and proactive approach to collaborative working
- Excellent IT skills - confident with microsoft applications
- Ability to prioritise and juggle multiple deadlines in a friendly, fast-paced environment.
- Experience of Artifax, Staff Savvy, Spektrix systems

Experience

- Demonstrable experience in leadership role in a public-facing venue as theatre, arts organisation, cinema, festival or similar
- An understanding of audiences and proven track record of delivering excellent experiences
- Managing a complex team, including devising rotas and processing payroll.
- Working within agreed budgets and following administration processes
- An awareness of the requirements of managing a high-profile public building
- Experience of complying with Health & Safety legislation
- Experience as a first aider and fire marshal and personal licence holder

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 a permanent full-time role, with a 6-month probation period, working from Soho Theatre (21 Dean Street, London, W1D 3NE; Soho Theatre Walthamstow, 186 Hoe Street, E17 4QH as directed)

Salary

£35,000

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, and revolves around Soho Theatre's live performance programming across evenings and weekends. Normal working week is 40 hours over a 5-day period, Monday to Sunday.

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 3% from the employer and 5% 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

- Complimentary tickets for Soho Theatre shows
- Employee Assistance Programme including:
 - GP Services
 - Health Check
 - Seasonal Flu Jabs
 - Stress Support
 - Group Life Cover
- Staff discount at Soho Theatre Bar and other local businesses
- Season ticket and Cycle to Work loans
- Seasonal flu jabs
- Training and development opportunities

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