

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:** Bar General Manager, Soho Theatre Walthamstow  
**Reports to:** Head of F&B  
**Working closely with:** Food Operator, F&B Suppliers, Audience Team, Technical Team, Programming and Creative Engagement Teams, Production and Visiting Companies, Buildings and Operations Team  
**Location:** Soho Theatre Walthamstow, 186 Hoe Street, London E17 4QH

## Overview

We are seeking an experienced and dynamic Bar General Manager to oversee the operation of our four theatre bars and a café in our new Walthamstow venue. This role offers a unique opportunity for a results-driven leader to shape the food and beverage experience for our new theatre.

Initially working on the set up of Soho Theatre Walthamstow, you will be fundamental in mobilising the food and beverage operation, including recruiting the team, for a successful launch.

Following this, you will support the ongoing smooth operation of our bars and café, creating an enticing food and beverage offer, managing staff, maximising sales and ensuring all health, safety, hygiene and licensing regulations are adhered to.

This is a hugely exciting opportunity to be a key part of the team, working collaboratively to open the new Soho Theatre Walthamstow. The role requires a proactive and strategic leader with strong operational skills to deliver exceptional customer service, drive profitability, and create memorable experiences for all our patrons.

## Duties & Responsibilities

### F&B Offer and Customer Service

- Innovate the drinks and snacks selection and promotions in line with audience demographics and theatre programming, working with local suppliers and Soho Theatres sponsors/drinks partners.
- Develop and implement strategies for enhancing the F&B offer in-line with the theatre's objectives.
- Deliver consistently high customer service standards in line with the values of Soho Theatre
- Be available to help duty managers, supervisors and staff with any issues that need to be escalated.
- Promote and establish a regular customer base.
- Regularly share updates of the F&B offer with staff to ensure they can give knowledgeable answers
- Ensure all staff are conversant about the artistic programme of Soho Theatre Walthamstow by encouraging them to see shows.

### Management

- Manage the daily operation of the theatre's bars and café, ensuring high standards of service, quality, and compliance with regulations.
- Enhance customer experience through efficient workflows during peak periods and proactively address feedback.
- Alongside senior colleagues, develop the business through driving sales and the implementation of marketing strategies.
- Maintain good relationships with all suppliers and sponsors.

- Maintain and / or implement new efficient and effective work methods and systems.
- Ensure that security procedures are adhered to throughout the bars.
- Ensure efficient ordering and stock management through Point One Epos to prevent shortages or overstocking and ensure tight stock control.
- Liaise with Soho Theatre's communications team for the effective promotion of bar activity.
- Liaise with the Operations Administrator to deliver excellent events.

### **Staffing**

- Recruit, train, and lead a team, developing schedules and fostering a culture of collaboration and excellence.
- Manage rota and resourcing to ensure adequate staffing during peak and non-peak times.
- Monitor staff performance, provide feedback and address any disciplinary issues or conflicts.
- Line manage all bar staff, ensuring that high operational standards are achieved and maintained.
- Maintain a consistently positive attitude when dealing with staff setting a good example with regard to punctuality, attendance, attitude and hygiene.

### **Finance and Administration**

- Drive the achievement of sales targets and ensure effective management of cost of sales, maintaining and optimising gross profit margins to meet or exceed Soho Theatre Walthamstow objectives
- Monitor budgets, control costs, and analyse sales data to drive revenue growth and profitability.
- Provide monthly reporting to the Head of F&B, including key figures, sales forecasts and expenses tracking.
- Take responsibility for the correct processing and recording of all income generated and all expenditure required by the bars and café.
- Feed into the annual budgeting process.
- Ensure staff wage costs are monitored and kept within budget and that staff wages and hours comply with legislation.
- Liaise with Soho Theatre's external finance team on all matters relating to invoicing and payroll.
- Ensure all services and events delivered within the bars and café are charged for correctly.
- Regularly price check.

### **Licensing Health, Safety and Hygiene**

- Represent the Designated Premises Supervisor and ensure that the conditions of the premises license are met at all times.
- Stay informed and aware of all legislation relevant to the sale of alcohol, local licensing requirements, opening hours and implement any required changes.
- Maintain, promote and comply with company Health and Safety Policy and procedures.
- Be responsible for all Health & Safety, Fire safety and food hygiene procedures and compliance in the bar.
- Ensure that bar staff follow procedures and compliance requirements.
- Carry out and update risk assessments to ensure bar operations are up to date with current legislation and be aware of changes.
- Ensure all new staff are inducted and trained in relevant areas of Health & Safety and compliance.
- Ensure the high standards of operational hygiene and cleanliness are maintained.

### **General**

- Support the aims and objectives of Soho Theatre, both internally and externally including promoting diversity in the workplace and cultivating an inclusive work environment.
- Attend internal meetings as required.
- Uphold Soho Theatre's policies, including equal opportunities, access and diversity.
- Always be fully aware of the theatre's activities and programme of events.
- Work collaboratively with the Soho Theatre Dean Street team to ensure consistency across both venues.
- Undertake any other duties as may be appropriate to the nature of the post, and as agreed with the Head of F&B or Executive Team.

This is a guide to the nature of the work required of the role. It is not wholly comprehensive or restrictive, will evolve with the postholder, and may be reviewed with the post holder and the line manager from time to time.

## Person Specification

### Qualities

- The ability to work successfully in an energetic and dynamic 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 requires evening and weekend work.
- Willingness and ability to work unsupervised and with initiative.
- Strong interpersonal skills, with the nous to engage with a wide range of personalities from different backgrounds in a clear and effective manner.
- An interest in, and enthusiasm for, theatre, comedy and cabaret.
- Friendly and approachable, with an interest in and inclusive approach to meeting new people.

### Skills

- Excellent communication with the ability to engage with a wide range of personalities and backgrounds
- Confident in dealing with the public in a friendly, professional manner
- Strong interpersonal skills, with the ability to be diplomatic and tactful
- Excellent planning and organisation skills
- Ability to work calmly in a fast paced, energetic and demanding environment
- Ability to demonstrate good attention to detail
- Ability to maintain a high customer service focus
- Have a positive impact, taking personal responsibility and initiative to resolve issues, always clearly communicating with customers and colleagues
- Ability to be flexible, responding quickly and positively to changing requirements
- Ability to maintain a high team focus by showing co-operation and support to colleagues in the pursuit of business goals
- A strong working knowledge of the food and drink sector
- An understanding and appreciation of Soho Theatre Bar's role in the wider ecology of Soho Theatre
- An understanding of the local hospitality market

### Essential Experience

- Proven management experience in hospitality, ideally across multiple venues.
- Strong leadership and financial management skills, including budgeting and forecasting.

- Excellent organisational skills and ability to perform under pressure in a fast-paced environment.
- Knowledge of licensing laws, health and safety, and food hygiene standards.
- Managing diverse and multi skilled teams.
- Strong leadership and pastoral care skills, both in managing a core team and when overseeing casual staff.
- High level of IT literacy, and comfortable using MS Office.

**Desirable Experience (not part of shortlisting process)**

- Hospitality management qualifications or management experience in bars or theatre venues.

**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 Walthamstow, 186 Hoe Street, E17 4QH.

**Salary**

£40,000 per year

**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 40 hours, with an hour unpaid for lunch, and revolves around 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 health insurance
- Staff discount at Soho Theatre Bar and other local businesses
- Season ticket and Cycle to Work loans
- Seasonal flu jabs
- Training and development opportunities

**December 2024**