



DECEMBER 2024  
AUDIENCE EXPERIENCE MANAGER

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 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 and inflight.

Currently we are expanding our team as we work 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'. Sitting between the intimate spaces of Soho Theatre in Dean Street and the capital's bigger arenas, it will give audiences the perfect dedicated space to see world-class shows at mid-scale, filling an important gap in London's thriving cultural landscape.

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.

## AUDIENCE EXPERIENCE MANAGER

**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**

<b>Job Title:</b>	Audience Experience Manager: Soho Theatre Walthamstow
<b>Reports to:</b>	Head of Audiences and Sales
<b>Line Manages:</b>	Deputy Audience Experience Manager and Audience Team
<b>Working closely with:</b>	Chief Operating Officer (COO), Technical Team, Operations Team, Programming Team
<b>Location:</b>	Soho Theatre Walthamstow, 186 Hoe Street, London E17 4QH

**Overview**

This is a hugely exciting opportunity to be a key part of the team opening the new Soho Theatre Walthamstow. You will be integral in supporting activity of this beautiful Grade II\* listed building, including our 1,000 seat theatre as well as our studios and front of house spaces.

Initially working on the set up of Soho Theatre Walthamstow, you will be fundamental in mobilising the building for a successful launch, including recruiting the Audience Team and creating effective systems and processes.

Following this, you will support the ongoing smooth operation of the building by leading the Audience Team, building a positive, dynamic, innovative and customer focused culture within the team. You will develop and nurture a strong, multi-skilled and adaptable workforce that reflects and embodies the values of Soho Theatre Walthamstow.

This role is key to ensuring Soho Theatre Walthamstow's programme is fully and effectively supported, delivering and exceeding expectations for all productions, hires, events or other activities.

The Audience Experience Manager is responsible for the welcome and experience of all visitors to Soho Theatre Walthamstow and in ensuring an exceptional and inclusive welcome to all.

**Duties & Responsibilities****Audience Manager**

- Be the primary point-of-contact, and welcome audiences, visitors, patrons and VIPs during performance times, ensuring they are treated with the highest standards of care and attention, in line with the Customer Service Policy.
- Develop collaborative working relationships across all internal colleagues, artists, producers and visiting companies.
- When Duty Managing performances, take full control of the public areas from pre-opening checks to closing, ensuring a smooth customer focused experience, whilst complying with all licensing laws.
- Take 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.

**AUDIENCE EXPERIENCE MANAGER**

- 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, resolving any problems with sensitivity and authority as they arise and, if not possible, ensure that relevant feedback is conveyed to the COO for further investigation.
- Work with the Soho Theatre Dean Street Audience Experience Manager and team to ensure a consistent and high quality approach to all front of house operations.
- 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.
- Always act in the best interests of Soho Theatre, and in line with all company policies.

**Team Management**

- Recruit and lead an Audience Team that is proactive and welcoming to all artists and audiences.
- Lead by example, championing and promoting the values and behaviours of Soho Theatre, encouraging diversity and inclusion and acting as an ambassador for the company.
- Lead a positive, professional and strong team, with a focus on customer satisfaction and quality of service.
- Ensure all public and invited audience performances/events are adequately staffed by creating rotas that are fit for purpose, considering Soho Theatre's programme requirements, budgets and audience experience.
- Lead on recruitment, inductions and regular appraisals for a pool of casual Audience Team members, notifying the COO should there be any grievances or disciplinary action required.
- Maintain accurate records and ensure that GDPR is managed according to all legislation.
- 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 COO to book external training as required.
- 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.
- 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 regards to punctuality, attendance and attitude.

**Health and Safety**

- Act as a member of the Health and Safety Committee and ensure all processes and procedures are adhered to.
- Alongside the COO, act as a point of contact for Waltham Forest Council representatives with an operational interest in the building, including 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.
- Work collaboratively with the building and operations team, including the COO, Building & Facilities Manager and Technical and Production Manager on maintaining building evacuation procedures and scheduling audience drills.
- Ensure all the Audience Team adhere to the Health & Safety Policy and procedures, and receive training relevant to their roles, and that there is an adequate supply of fire marshals and first aiders

## AUDIENCE EXPERIENCE MANAGER

present during opening hours.

- Work closely with the Technical, Building and Bar teams in maintaining the smooth running of the building.
- Be responsible for updating and reviewing all in-house FOH risk assessments, policies and procedures.
- Act as appointed first aider, fire marshal and key holder for the building.
- Ensure all accidents and incidents are efficiently reported, fully investigated and actioned to prevent further accidents or incidents.
- Coordinate with the F&B team to work with the Security company to ensure they have regular daily briefings with the Audience Team and are fully informed about the activity in the building.
- In collaboration with the Technical & Production Manager and Bar Manager, ensure that all venue users and audiences comply with Venue and Performance Risk Assessments.
- Ensure regular venue checks (daily, weekly and monthly) are in place by the Audience Team and defects are efficiently reported.

**Artistic/Creative Programme**

- 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.
- Liaise with visiting companies, artists, and producers, representing the company as necessary.
- 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.
- 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 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, memberships and to pre-order food and beverage.

**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.
- Undertake any other duties as may be appropriate to the nature of the post.

**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 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, 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 and stakeholders (e.g. 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, including confidence with Microsoft applications
- Ability to prioritise and juggle multiple deadlines in a friendly, fast-paced environment
- Experience of Artifax, StaffSavvy and Spektrix systems

### Experience

- Demonstrable experience in a management 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 and knowledge of 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 Walthamstow, 186 Hoe Street, E17 4QH.

### Salary

£35,000 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, plus 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

**December 2024**