



Audience Team: Ticketing and Sales Manager  
July 2026

## About Soho Theatre

**Soho Theatre** is London's leading producer of new theatre, comedy and cabaret. We are a dynamic and boundary-breaking arts charity and social enterprise, and a great place to work. We are driven by a passion for the work we produce, the artists we champion and the audiences we inspire. Our programme celebrates bold new theatre writing, innovative performance and world-class comedy.

Today we operate across two venues: Soho Theatre in the heart of London's West End, and Soho Theatre Walthamstow in what Time Out has described as 'London's coolest neighbourhood'. Our Soho building, a former synagogue, was redeveloped and opened in 2000 as the first arts project to successfully use National Lottery funding to purchase a building on the open market. As we celebrate 25 years in the building, it remains much loved by artists and audiences alike as one of the capital's most vital and innovative spaces for new writing, comedy and performance. The venue hosts a year-round festival programme alongside a buzzing late-night theatre bar. Phoebe Waller-Bridge has described Soho Theatre as 'the mothership of new artists. People come from all over the world to perform there.'

In 2025 we opened Soho Theatre Walthamstow following more than a decade of work with Waltham Forest Council and a dedicated grassroots campaign to restore the historic venue. The £50 million redevelopment transformed a beautiful 1930s Art Deco Grade II\* listed building into a state-of-the-art cultural destination. Winner of The Stage Awards Theatre Building of the Year 2026, the venue now includes a spectacular 970-capacity auditorium and world-class performance facilities. Alongside its renowned comedy programme, the theatre programme is rapidly evolving, with longer-run productions and Olivier-eligible theatre forming a growing part of the programme.

Our roots lie in the radical Soho Poly Theatre of the early 1970s, and that spirit continues to shape who we are today: bold, contemporary, counter-cultural with strong connection to queer and South Asian communities. We champion writers, artists and theatre-makers whose work challenges and entertains in equal measure, platforming voices from outside the mainstream and sometimes helping reshape the mainstream itself.

Our work extends far beyond our London stages through longstanding global partnerships in India, Australia, the United States and elsewhere, as well as participating in the Edinburgh Festival Fringe where we present around 20 shows each year. Alongside live performance, we create filmed and digital work that has been seen on Amazon Prime UK, our own British Airways inflight channel, and other international platforms.

Soho Theatre is led by a collaborative and diverse senior team and board. We are ambitious and entrepreneurial, a fast-paced and values-driven organisation with a strong team ethic and a clear commitment to supporting the development and progression of our staff.

## 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

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|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Job Title:</b>          | Audiences Manager: Ticketing + Sales                                                                                                                                         |
| <b>Purpose of Job:</b>     | To lead ticketing and sales across Soho Theatre Group - owning systems, pricing strategy and team delivery to maximise revenue and deliver an excellent audience experience. |
| <b>Reports to:</b>         | Head of Audience & Sales                                                                                                                                                     |
| <b>Works closely with:</b> | Audience & Communications Team, Producers, Programmers, Operations                                                                                                           |
| <b>Location:</b>           | Soho Theatre 21 Dean Street, London, W1D 3NE and Soho Theatre Walthamstow, 186 Hoe Street, E17 4QH as directed                                                               |
| <b>Start Date:</b>         | ASAP                                                                                                                                                                         |

## Overview

The Audiences Manager: Ticketing + Sales sits within the Communications team, leading the ticketing and sales function across Soho Theatre, combining operational delivery with a strong commercial focus - using systems, pricing and audience insight to grow income.

## Job Outline

### Ticketing

- Lead the setup and management of all shows and events in Spektrix and on the Soho Theatre website.
- Own ticketing operations across both venues, ensuring systems, processes and on-sales run smoothly and efficiently.
- Act as the main contact for producers and visiting companies on ticketing, including event builds, allocations, offers and reporting.
- Manage relationships with external ticketing partners, including pricing, product setup and performance against targets.
- Support the delivery of pricing strategy, including dynamic pricing.

- Ensure ticketing data, reporting and processes are accurate, consistent and useful across teams.

### **Revenue & Sales Growth**

- Drive ticket income and secondary spend across Soho Theatre activity.
- Identify and deliver opportunities to increase revenue, including packages, memberships, merchandise and pre-ordered products.
- Work closely with the Head of Audience & Sales to develop and implement sales strategies.
- Oversee the development of group bookings and schools' offers.
- Monitor sales performance and contribute insight and reporting to inform decision-making.

### **Audience Experience**

- Ensure a strong end-to-end audience experience, from booking through to post-show communication.
- Oversee ticketing communications, ensuring clear, timely and accurate information for audiences.
- Lead customer care standards, managing escalated issues and supporting a responsive, audience-focused service.
- Champion accessibility across ticketing and audience processes.

### **Team Leadership**

- Line manage Ticketing Officers, supporting performance, development and day-to-day delivery.
- Manage team rotas and casual staffing to ensure effective operational coverage.
- Lead training on Spektrix and ticketing processes across Ticketing, Bar and Operations teams.
- Ensure clear communication between daytime and evening teams.

### **General Responsibilities**

- Work collaboratively across Soho Theatre to maximise audiences, revenue and audience engagement.
- Uphold Soho Theatre's commitments to equality, diversity, inclusion and access.
- Promote Soho Theatre's programme and values internally and externally.
- Attend relevant meetings with colleagues, producers and partners.
- Play an active role in first nights, press nights and key events.

### **How This Role Contributes**

- Drives ticket income and secondary spend across Soho Theatre Group

- Leads a sales-focused ticketing team
- Supports commercial decision-making through data, pricing and insight
- Builds strong relationships with producers, visiting companies and internal teams
- Delivers a seamless and high-quality audience experience

**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**

- An interest in the work and audiences of Soho Theatre.
- Able to manage multiple priorities within a vibrant live performance environment.
- Friendly and proactive, with a positive and flexible approach to working with colleagues, artists and industry partners.
- Uses initiative and sound judgement in a fast-paced environment.
- Discreet, tactful and with a good sense of humour.

### **Skills**

- Confident communicator, able to engage effectively with a wide range of people and stakeholders.
- Proficient in ticketing systems (e.g. Spektrix), CMS platforms and email marketing tools (e.g. Dotdigital).
- Strong customer service skills, with a focus on delivering an excellent audience experience.
- Proven ability to manage and support a team.
- Excellent organisational skills and attention to detail.

### **Experience**

- Demonstrable experience working with ticketing systems, technology platforms and associated processes.
- Experience of leading, supporting and motivating teams.
- Experience delivering excellent customer service.
- Experience or understanding of pricing strategy, including dynamic pricing.

## Terms and Conditions

**Terms of Employment** This is a permanent role working from Soho Theatre's live performance venues year-round

**Salary** £35,000-£40,000 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 working from Soho Theatre and Soho Theatre Walthamstow, plus an hour unpaid for lunch. General office hours are 10am-6pm Monday to Friday, regular evening and occasional weekend work will be required. There are no overtime payments; TOIL is negotiable on occasion and in advance 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 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 (subject to availability)
- Employee Assistance Programme including health insurance
- Staff discount on food and drinks at Soho Theatre Bar and other local businesses
- Season ticket and Cycle to Work loans
- Seasonal flu jabs
- Training and development opportunities

**HOW TO APPLY:** To apply, please complete the application form linked here. When completing your application form, please read the job description carefully. We will shortlist for the position based on how you respond to the job description and the person specification. The deadline for submitting your application is 9 Aug 2026. We reserve the right to close this vacancy early if we receive a sufficient number of applications. To avoid disappointment, we encourage you to submit your application at the earliest opportunity. If you would like to submit your application in another format, or you have any questions about this role, please contact [jobs@sohotheatre.com](mailto:jobs@sohotheatre.com).