



**INFORMATION FOR APPLICANTS:  
POST OF BOX OFFICE SUPERVISOR  
PART TIME, PERMANENT**

January 2025

Dear Applicant

Please find attached an application pack for the position of Box Office Supervisor at Sherman Theatre. Many thanks for your interest in this role.

This is an exciting time to join Sherman Theatre, attendances are thriving and our Made at Sherman productions are resonating across a wide range of audiences. The Box Office Supervisor will support the Box Office and Audience Insight Manager by deputising in their absence whilst carrying out core Box Office duties including providing the highest standards of customer service, maximising sales opportunities, assisting with marketing activities, and optimising the function of Sherman Theatre's Reception. The role will be filled by a fluent Welsh speaker who will draft / translate short phrases of copy and proof Welsh copy as required. We are excited to see how the successful individual can help our organisation grow.

At Sherman Theatre, we imagine a world made more equitable, more compassionate, more unified by the power of theatre. We are driven to achieve this vision every day. We do this by creating and curating shared live theatre experiences that inspire people from all backgrounds across South Wales to make a better world, in their own way. We believe that access to creativity and self-expression is a right and we constantly strive to ensure everyone has the opportunity to be enriched by the art of theatre.

Our focus on the development and production of new writing and on nurturing Welsh and Wales-based artists makes us the engine room of Welsh theatre. We tell Welsh stories with global resonance through our Made at Sherman productions, created under our roof right here in the heart of Cardiff. We're a place for everyone, generating opportunities for the citizens of South Wales to connect with theatre through inspiring and visionary engagement.

Over recent years we have gone from strength to strength with national awards recognition, critical acclaim for our work and increasing audiences. We used the time afforded us during the pandemic to improve our building, our systems and our infrastructure and we are now looking for new members to join the team across a number of roles.

In the past year our productions which have been met by audience and critical acclaim have seen attendances at Sherman Theatre exceed pre-pandemic levels. Engaging with our audiences and our communities remains at the heart of everything we do and this role is crucial to ensuring that the organisation runs as smoothly as possible to enable that.



We want Sherman Theatre to be accessible to all and so it's hugely important to us that our team at the theatre reflects the communities we serve across the city and beyond. We therefore particularly welcome applicants from diverse ethnic communities and Deaf and disabled communities who are currently underrepresented within our team.

To apply for the post, please download the application form, cover sheet and equal opportunities monitoring form from our website: [www.shermantheatre.co.uk/jobs](http://www.shermantheatre.co.uk/jobs) and send them to us at [recruitment@shermantheatre.co.uk](mailto:recruitment@shermantheatre.co.uk). Please note that, in line with our environmental policy, we are only handling applications electronically. The closing date is **noon on Thursday 6 February 2025**. We'll confirm receipt of your application by email.

We hope to hold interviews on **Friday 14 February 2025**. Please let us know, on the application cover sheet, whether you would be available for interview on that date so that we can be aware, in plenty of time, if we may need to make alternative arrangements for any short-listed candidates.

If you need more information or support before you apply, or to discuss any reasonable adjustments or access considerations to allow you to participate fully in the interview process, please contact us at [recruitment@shermantheatre.co.uk](mailto:recruitment@shermantheatre.co.uk)

Thank you for your time in respect of this application – and we really do look forward to hearing from you, and exploring how your skills, experiences and passion will make a real difference to our work.

Good luck with your application

Yours faithfully

Julia Barry  
Chief Executive  
Sherman Theatre



## **BOX OFFICE SUPERVISOR – WELSH LANGUAGE ESSENTIAL (PART TIME): CONTRACTUAL DETAILS**

<b>Rate of Pay:</b>	£23,827 pro rata
<b>Term:</b>	Permanent
<b>Hours:</b>	21 hours per week will include working evenings and at weekends
<b>Holidays:</b>	22 days per year pro rata, plus the 8 recognised bank/public holidays, with days accruing for length of service up to a maximum of 27 days plus bank/public holidays.
<b>Period of Notice:</b>	1 month with extra weeks accumulating for length of service (the notice period during the probationary period is 1 week)
<b>Pension:</b>	Sherman Theatre operates a qualifying workplace pension scheme.
<b>Right to work:</b>	The successful applicant will be required to provide documentation under the Immigration, Asylum and Nationality Act 2006.
<b>References:</b>	Offers of employment are subject to the receipt of references that are satisfactory to Sherman Theatre.
<b>Relocation:</b>	The post-holder will be expected to live within commutable distance of the theatre.
<b>Start date:</b>	The post is available immediately.

### **Non-Contractual Benefits**

We encourage all staff to see as many shows as possible and to be involved at all stages of the production process for Sherman theatre productions. Every staff member is invited to attend Press Night for Sherman Theatre productions, along with complimentary tickets to most shows.

We also offer a staff discount in the Café Bar to all staff members.

## **JOB DESCRIPTION: BOX OFFICE SUPERVISOR**

<b>JOB TITLE:</b>	Box Office Supervisor
<b>RESPONSIBLE TO:</b>	Box Office and Audience Insight Manager
<b>KEY WORKING RELATIONSHIPS:</b>	Box Office Supervisor (f/t), Box Office Assistants, Head of Marketing and Communications, Marketing team and Front of House team
<b>LOCATION:</b>	Sherman Theatre
<b>WORKING HOURS:</b>	Pattern will vary depending upon needs of the business

### **JOB PURPOSE:**

To support the Box Office and Audience Insight Manager by deputising in their absence. To provide the highest standards of customer service, in a manner which is always approachable, warm and friendly. To optimise sales opportunities and to assist with marketing activities within an integrated Marketing team. To optimise the function of Sherman Theatre's Reception. The role will be filled by a fluent Welsh speaker who will draft / translate short phrases of copy and proof Welsh copy as required.

### **DETAILS OF RESPONSIBILITIES AND DUTIES**

- 1. Deputise for the Box Office and Audience Insight Manager**
  - In the absence of the Box Office and Audience Insight Manager in the evening and at weekends administer the Box Office system, oversee completion of team duties and handle issues including customer service issues as they arise. Tasks will include changing pricing if required, authorising company tickets, adding ticketing types etc.
- 2. Bilingual role**
  - To communicate bilingually as required
  - To draft, create and translate short phrases for social media purposes / signage
  - To proof read Welsh language copy returned from translation agencies, freelancers and other colleagues
  - To play a role in the promotion of the use of the Welsh language internally

3. **Provide the highest standards of customer service in a manner which is always approachable, warm and friendly.**
  - Display a good knowledge of events, prices, packages, promotional offers, activities in the building and programme changes in order to provide a comprehensive, efficient service.
  - Take the lead on dealing with customer queries/complaints in the absence of the Box Office and Audience Insight Manager.
  - Listen actively to customers, gather feedback and follow company protocols and procedures, referring up as necessary.
  - In the absence of the Box Office and Audience Insight Manager, supervising the work of the Box Office Assistants to ensure consistency of excellent customer service.
  - Ensure all telephone calls are handled in the appropriate manner.
  - Work as part of a team, sharing your knowledge with others.
  - Attend and contribute to team meetings as required.
  - Provide safe egress of the public in the event of an emergency.
  - To act as a designated First Aider.
  
4. **Assist the Box Office and Audience Insight Manager to achieve an efficient, professional Box Office function.**
  - Sell tickets, facilities and other Sherman Theatre products efficiently and in a friendly, helpful way, up-selling and cross-selling where appropriate.
  - Accurately record customer data in order to enable monitoring of customer trends and behaviour.
  - Ask data protection questions including mailing list opt in.
  - Encourage customers to add donations when booking.
  - Accuracy in monetary transactions, checking floats, ensuring knowledge of price structures, cashing up and balancing box office takings at the end of each shift.
  - Maintenance of the box office system.
  - Contribute to sales promotions, marketing initiatives and mailing fulfilment, and ideas on improving customer care and data collection.
  
5. **Assist the Box Office and Audience Insight Manager to achieve an efficient, professional Reception.**
  - Operating the switchboard and handling incoming phone calls for departments across the organisation.
  - To open and lock the building including operations of alarms.

- Maintain the security of all keys for the building, keeping an accurate record of all keys signed out.
- To operate the building pager system and the public announcement system.
- Receive and process deliveries for all teams and ensure items are collected.
- Receive, sort and distribute all company mail, and open and date stamp admin post.
- To be a key person in the evacuation process and act as Fire Coordinator in an emergency or evacuation.

**6. Undertake Marketing and Communications tasks**

- Promote initiatives to customers such as group bookings and undertake telephone marketing where appropriate.
- Send out pre and post show customer service emails.
- Replenish all leaflets daily and maintain the point of sale, including stock of appropriate publications and merchandise and update poster sites.
- Undertake distribution in areas across Cardiff.
- Ensure listings for Sherman Theatre are kept up to date on external websites.

**7. Be aware of company systems and protocols.**

- Adhere to administration systems.
- Follow protocols for data entry and telephone switchboard operation.
- Accept appropriate individual responsibility for the observance, promotion and implementation of Sherman Theatre's policies on Equal Opportunities, Health and Safety, Customer Care and Licensing.
- Handle data in accordance with the General Data Protection Regulations and Sherman Theatre's Data Management Policy.

*Note: You are employed as Box Office Supervisor. However you may be asked to perform other duties at the same grade and remuneration package and to the same total hours of work. You will be given four weeks' notice of any proposed changes in duties.*



## **PERSON SPECIFICATION: BOX OFFICE SUPERVISOR (PART TIME)**

### **ESSENTIAL**

- Fluent Welsh Speaker with ability to communicate both verbally and in writing
- Strong customer service experience.
- Experience of working with computerised sales systems, preferably a Ticketing system.
- Experience of cash handling and reconciling income.
- Flexible with working hours, including evenings and weekend.

### **DESIRABLE**

- Experience of working in a Box Office
- Experience of working in a supervisory capacity
- Knowledge of the Spektrix CRM system.
- Experience of working in a telesales environment.
- Experience of working in and a passion for the arts.
- Experience of fundraising.
- First Aid Trained.