



**INFORMATION FOR APPLICANTS:
POST OF BOX OFFICE & AUDIENCE INSIGHT MANAGER
FULL TIME, PERMANENT**

June 2024

Dear Applicant

Please find attached an application pack for the position of Box Office Manager 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. We are looking for an experienced Box Office professional to join our passionate, expert and highly committed team as Box Office and Audience Insight Manager. This is a senior role in the Marketing and Communications team focussed on deepening our relationship with our audiences at the same time as generating and maximising income. The successful candidate will embody excellence in system and people management, customer service and income generation. 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 and send them to us at 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 Friday 12 July 2024**. We'll confirm receipt of your application by email.

We hope to hold interviews on **Friday 19 July 2024**. 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

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



OVERVIEW OF ROLE

Sherman Theatre wishes to appoint an experienced Box Office professional who wishes to work in a thriving, exciting creative environment in the role of Box Office and Audience Insight Manager. The role holder will play a major role in deepening the Sherman's relationships with its audiences and maximising organisational income. The successful applicant will be a highly competent, audience-focussed, motivating, rigorous and analytical individual. The role holder will lead the Box Office team and manage the Box Office function on a daily basis, delivering exceptional customer care, maximising income generating opportunities and acting as the organisation's Spektrix champion. The Box Office and Audience Insight Manager will recruit, train, and develop the Box Office team to ensure that the theatre continually exceeds its business plan objectives. This is a senior role within the wider Marketing & Communications team, the role holder will generate insight and reporting to inform departmental decision making as well as leading on outbound phone-led sales campaigns. The Box Office and Audience Insight Manager will fully exploit opportunities to maximise income generation across ticket, merchandise and other ancillary income sales as well as donations and fundraising.

BOX OFFICE & AUDIENCE INSIGHT MANAGER: CONTRACTUAL DETAILS

Salary:	£28,719 per annum
Term:	The post is offered as a permanent position, subject to successful completion of a 6 month probationary period.
Hours:	39 hrs per week including evenings and weekends.
Holidays:	22 days per year, 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.
Period of Notice:	1 month with additional weeks accruing for length of service (The notice period during the probationary period is 1 week).
Pension:	Sherman Theatre operates a qualifying workplace pension scheme.
Right to work:	The successful applicant will be required to provide documentation under the Immigration, Asylum and Nationality Act 2006.
References:	Offers of employment are subject to the receipt of references that are satisfactory to Sherman Theatre.
Start date:	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 & AUDIENCE INSIGHT MANAGER

JOB TITLE:	Box Office & Audience Insight Manager
RESPONSIBLE TO:	Head of Marketing and Communications
WORKING AS PART OF:	Marketing and Communications Department
KEY WORKING RELATIONSHIPS:	Front of House team, Executive Director, Head of Finance and Administration, Creative Engagement team and Head of Fundraising and Development
RESPONSIBLE FOR:	Box Office Supervisors x 2, Casual Box Office Assistants

JOB PURPOSE:

The Box Office & Audience Insight Manager will give attention to the following areas of work to ensure an efficient Box Office operation: To efficiently lead, recruit and train the Box Office team to deliver the highest levels of performance including exceptional customer care. To rigorously manage the use of the Box Office function and CRM system on a daily basis. To maximise opportunities to generate income online and through the Box Office team. To provide vital data analysis, reporting and insight to fuel both tactical and strategic decision making in the marketing team. To lead on crucial schools sales campaigns. To support the Head of Fundraising and Development to maximise ticket donations and to assist with other fundraising activities.

1. TEAM MANAGEMENT

- 1.1** To ensure that the Box Office team is trained to the highest possible standard on all processes within the scope of their role.
- 1.2** To ensure that the performance of the team is sustained to this high standard including but not limited to accuracy of data capturing and adherence to script including GDPR questions.
- 1.3** To line manage and supervise the Box Office team members on a daily basis including ensuring that they are fully briefed on a daily basis, met with regularly on a 1:1 basis and appraisals are conducted on an annual basis.
- 1.4** To ensure that the team are fully supported and that steps and systems are in place which are designed to optimise the performance of the team including a weekly rota which effectively utilises the resource of the team.
- 1.5** To communicate with all customers, external agencies and users in a professional and effective way.
- 1.6** To maintain the highest standards in customer service in all Box Office dealings with audiences, communities and other building users.
- 1.7** To ensure the Box Office runs as an efficient and effective Reception for the theatre and is a welcoming first point of contact for visitors to and guests in the building.
- 1.8** To act as a dedicated first aider and fire marshal.
- 1.9** To ensure that the Box Office team have thorough product knowledge and understanding.

2. SYSTEMS & OPERATIONS

- 2.1** To fully exploit the potential the Spektrix system can deliver for the organisation, ensure the effective implementation, operation and administration of the system and to act as main point of contact with the ticketing solution provider. To be the organisation's main Spektrix champion.
- 2.2** To liaise and actively manage relationships with suppliers, staff and the IT Support, and develop knowledge of the Box Office system, updating and maintaining it as necessary to ensure optimum performance of the system to the benefit of the Sherman.
- 2.3** To ensure all Box Office hardware, systems and infrastructure are operating effectively.
- 2.4** To review, develop and manage appropriate Box Office systems, including implementation of new or improved procedures that support sales initiatives and improve customer service. To keep abreast of, and respond to, relevant industry developments and changes in technology, which support the drive to develop new audiences.
- 2.5** To set up and schedule reports both for colleagues, co-producers and visiting companies.
- 2.6** Liaison with Sherman Marketing Manager and Company Managers of visiting companies to manage agency holds, comp allocations, press and guest tickets.
- 2.7** To work closely with the Head of Marketing and Communications and the Sherman 5 Coordinator to facilitate, monitor and evaluate the ticketing and data capture of the Sherman 5 project.
- 2.8** To supply data for reports as requested by funders.
- 2.9** To ensure that the Box Office function complies with the General Data Protection Regulation and is in accordance with Sherman Theatre's Data Management Policy
- 2.10** To ensure that shows, Creative Engagement programmes and products are set up on the Box Office system accurately and manage the ongoing selling of places on those programmes.

3. MARKETING & INCOME GENERATION

- 3.1** To work closely with the Head of Marketing and Communications in utilising the box office system in the most effective way to improve audience development and customer relationship management.
- 3.2** To manage crucially important outbound telephone sales campaigns and supporting emails targeted at schools and other groups.
- 3.3** To control all ticketing and sales income, and maintenance of accurate financial records, including supporting the post show settlement process, instigating departmental controls including systems for cashing up, balancing takings at the end of day/shifts and taking full responsibility for these.
- 3.4** To maximise Box Office income by monitoring ticket sales and implementing dynamic pricing to optimise ticket sales whilst dressing the house to ensure the best experience for audience and company and ensuring holds are released in a timely manner.
- 3.5** To work alongside the Head of Marketing and Communications and Front of House team to ensure the optimisation of ancillary sales through managing the online promotions of products and merchandise, and vouchers and upselling through the Box Office team.

3.6 Manage the relationship with visiting company managers specifically in regard to ticket allocations and holds.

3.7 Strengthen Sherman Theatre's groups' database.

3.8 Oversee the Box Office team's implementation of pre-show and post-show emails and use of crowdEngage.

3.9 To work with the Box Office Assistants to maximise ticket donations through the sales process.

3.10 To report monthly on the donations received and to take any action required to boost donation levels.

3.11 To work closely with the Head of Fundraising and Development to manage systems relating to the development of any other membership or other fundraising schemes.

3.12 To attend and actively participate in weekly marketing meetings and campaign planning sessions.

4. AUDIENCE INSIGHT, DATA ANALYSIS AND REPORTING

4.1 To supply data for reports as requested by funders.

4.2 To act as a primary user of Audience Finder Answers and ensure coding and maintenance is up to date.

4.3 To proactively suggest and run reports/ queries using Audience Finder Answers and Spektrix to inform strategic and campaign planning.

4.4 At request of Head of Marketing & Communications and Marketing Manager run reports / queries using Audience Finder Answers and Spektrix to inform strategic and campaign planning.

4.5 Undertake regular in campaign monitoring exercises.

4.6 Provide definitive post production reporting.

4.7 Manage and execute all post show surveys and undertake other audience surveys as required.

4.8 Generate and manage all internal and external sales reporting

4.9 Extract contact data for all direct marketing campaigns and customer service activity

It is a duty to abide by the current Equal Opportunities Statement and other Policy statements as detailed in the Staff Handbook.

Note: You are employed as Box Office & Audience Insight Manager. You may, however, 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.

BOX OFFICE & AUDIENCE INSIGHT MANAGER: PERSON SPECIFICATION

ESSENTIAL

EXPERIENCE

- Significant experience of operating or overseeing a computerised Box Office System
- Substantial practical experience of working in a Box Office environment
- Experience of setting and working within agreed budgets and of cash handling and reconciliation systems
- Substantial front line customer service experience
- Extensive experience of working closely with colleagues or supervising the work of colleagues to achieve results

KNOWLEDGE AND SKILLS

- Knowledge and understanding of audience/visitor needs and expectations. Has a genuine curiosity towards audiences and audience behaviour
- Delivers customer service to the highest possible standards and can inspire this in other colleagues
- The ability to manipulate financial data, undertake statistical analysis and generate realistic forecasts
- Practical capacity and ability to identify basic technical issues, find and manage solutions
- Good listening, influencing and verbal communication skills, and the ability to write clearly and simply
- Competency in a range of office software applications with proven skills with databases and working with spreadsheets, and the ability to learn bespoke packages quickly
- Strong organisational skills with high standards of accuracy and attention to detail
- Strong people management skills: the ability to lead and motivate, to assume responsibility, to delegate appropriately and supervise effectively
- Enjoys motivating and leading a team
- Strong personal management skills: the ability to plan and prioritise work, deal effectively with pressure, manage competing demands and retain a positive and optimistic approach
- A commitment to continuing professional development

PERSONAL ATTRIBUTES

- A strong desire to work in a managerial / team leadership role
- Audience focussed.
- Entrepreneurial – looks for opportunities to generate and maximise income
- Aligned with Sherman Theatre's values and ethos
- A flair and a passion for communicating and dealing with audiences
- Passionate about theatre
- An interest in numbers and data and the story they tell
- A natural leader who attracts the confidence and trust of colleagues and who leads by example: hard working, highly motivated and committed to best practice

- A “completer-finisher”, who takes pride in a job well done and in getting the most out of the people for whom they are responsible
- An understanding of, and commitment to, diversity and inclusion, coupled with the imagination and application to identify the specific needs and preferences of current and potential visitors
- Analytical thinker with a logical approach to problem-solving and the ability to anticipate the implications and consequences of situations and take appropriate action
- Has an enthusiasm for theatre

HIGHLY DESIRABLE

- The ability to speak, read and write Welsh

DESIRABLE

- Experience of using the Spektrix system
- Evidence of the management, leadership and motivation of teams of professional staff towards the achievement of agreed targets and objectives
- Experience working within a producing theatre
- First Aid at Work certificate
- Experience of using crowdEngage
- Experience of using email sending software