



## **INFORMATION FOR APPLICANTS: VISITOR EXPERIENCE MANAGER**

September 2024

Dear Applicant

Please find attached an application pack for the position of Visitor Experience 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. The Visitor Experience Manager will help lead the theatre's Front of House operation, contributing to the department's operational efficiency and delivering the highest levels of customer service. 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 D/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 **12noon on Monday 21<sup>st</sup> October 2024**. We'll confirm receipt of your application by email.

Interviews to be held on **Friday 25<sup>th</sup> October 2024**. Please let us know, on the application cover sheet, whether you would be available for interview on those dates 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



## VISITOR EXPERIENCE MANAGER: OVERVIEW OF ROLE

Sherman Theatre wishes to appoint a Visitor Experience Manager to help lead the theatre's Front of House operation. Contributing to the department's operational efficiency and delivering the highest levels of customer service, the successful candidate will have the proven ability to manage the day-to-day operations of Sherman's public spaces and venues, to ensure the provision of an efficient, safe, effective and welcoming experience, whilst increasing ancillary income streams and acting as a positive catalyst for change. This individual will lead on the development of the volunteers scheme along with all recruitment and training. This is a fantastic opportunity for someone looking to make their mark in one of the UK's most exciting producing theatres, located within a beautiful, thriving city that's widely recognised as an outstanding place to live.

## Visitor Experience Manager: Contractual Details

Salary:	£25,521 per annum.
Term:	The post is offered as a permanent position, subject to successful completion of a 6 month probationary period
Hours:	39 hours per week including evening 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 extra weeks accumulating 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: VISITOR EXPERIENCE MANAGER**

### **Main purpose of role**

To support the Head of Operations in the customer facing operations and day to day facilities management within this busy producing and presenting theatre. To ensure the highest levels of service for customers, clients, visiting companies and staff are delivered at all times whilst maximising ancillary sales income to support the artistic activities of the theatre. To lead on the recruitment, training, development and performance management of the volunteer front of house team to ensure that the venue continually exceeds its business plan objectives. To deputise for the Head of Operations, as required, overseeing the operation and ensuring facilities are maintained and presented to the highest standard whilst remaining fully compliant with health, safety, licensing and hygiene regulations at all times. As a personal licence holder, to act as duty manager as required.

### **Reports to**

Head of Operations

### **Responsible for**

Duty Managers, Bar & Kitchen Assistants, and Volunteers.

### **Key relationships**

Chief Executive, Artistic Director, Bar & Kitchen Manager, Head of Finance & Administration, Head of Marketing and Communications, Head of Production, Producing & Programming Manager

### **LEAD RESPONSIBILITIES:**

- To ensure a cost effective and customer focused range of services is consistently provided to the highest standards; delivering a fantastic welcome to our customers, clients and companies ensuring their experience is enjoyable and memorable in keeping with the Sherman's core values.
- To ensure the highest levels of service for customers, clients, visiting companies and staff are delivered at all times whilst maximising ancillary sales income to support the artistic activities of the theatre.
- To lead on the recruitment, training, development and performance management of the volunteer front of house team to ensure that the venue continually exceeds its business plan objectives.
- To act as Duty Manager and oversee the Café Bar in the absence of the Bar and Kitchen Manager.
- To embrace and promote the ethos of sustainable development and work closely with other key staff to identify and implement measures to lessen the environmental impact of the Sherman's activities.

- Working with the Head of Operations and Producing and Programming Manager to drive income generation through conferences, building hires and events planning
- Work closely with the Head of Operations with all licence, Health and Safety and fire evacuation procedures.

## 1 **Management**

*To ensure a cost effective and customer focused range of services is consistently provided to the highest standards; delivering a fantastic welcome to our customers, clients and companies ensuring their experience is enjoyable and memorable in keeping with the Sherman's core values.*

- 1.1 **Management:** Contribute to the planning, management and financial sustainability of the theatre.
- 1.2 **Business Planning:** In collaboration with the Head of Operations provide input, as required, into the development and implementation of the Sherman's Business Plan, with particular reference to front of house and facilities management, commercial income generation and the Volunteer Programme.
- 1.3 **Visitor Experience:** Development of the visitor experience, championing exceptional levels of customer service and, in conjunction with the Senior Management Team, to set, monitor and maintain customer service standards across all aspects of the company's public facing operations.
- 1.4 **Volunteer Programme:** Development of the Volunteer Programme, ensuring synergy with other initiatives (such as the Paul Hamlyn funded Sherman 5 initiative) and that Trustees and Senior Management are kept aware of best practice in volunteering and of any changes in legislation that might impact on the Volunteer Programme. To undertake day to day administration of the scheme.
- 1.5 **Financial Management:** Help manage and control expenditure within the front of house department budget, monitoring and reviewing income and expenditure and assisting in the production of timely and accurate financial reports in order to help ensure that well informed business decisions are made.
- 1.6 **Stakeholder Relationships:** In collaboration with other departments, develop and maintain constructive professional relationships with venues, visiting companies, co-producers, customers and suppliers upholding Sherman core values at all times. Help to strengthen the relationship between Sherman Theatre and visiting companies and stakeholders, resulting in an unrivalled theatrical experience for our customers.
- 1.7 **Professional knowledge:** To maintain an overview of developments in the theatre industry / live entertainment and of new approaches to facilities management including assisting in benchmarking against competitors, monitoring retail trends and keeping abreast of technological developments designed to maximise income generation potential.
- 1.8 **Advocacy:** To promote and advocate for the company and its activities through attendance at, for example, relevant networking meetings and be present at Opening or

Press Nights for Sherman productions, alternating Duty Management with the Head of Operations.

- 1.9 **Compliance and best practice:** As a Personal Licence and key holder, carry out the effective duty management of performances as required, taking responsibility for the running of the front of house operation in accordance with, but not limited to, Health & Safety legislation, Licensing and Insurance requirements and European Working Time Directives, etc. With the Head of Operations, implement policies and strategies that support best practice in the Front of House department, benchmarking against relevant industry standards.
- 1.10 **Environmental Sustainability:** To embrace and promote the ethos of sustainable development and work closely with other key staff to identify and implement measures to lessen the environmental impact of the Sherman's activities.

## 2 **Leadership**

*To provide motivational leadership to the Front of House and Café Bar Team, directing the development of the Volunteer Programme.*

- 2.1 **Leadership:** To provide effective leadership to departmental staff and volunteers ensuring that all team members undertake their responsibilities in a way that exemplifies excellent customer service; championing a commitment to Sherman Values, equal opportunities policies and to high standards of service, conduct and professionalism.
- 2.2 **Volunteer Programme:** To develop the Volunteer Programme, ensuring that the company's volunteer strategy, policy and agreement reflect best practice whilst maximising the contribution Volunteers can make to the company's overall financial performance and that, in return, the company provides its Volunteers with a rewarding, stimulating experience. Take responsibility for day to day administration of the Volunteer Programme (including the generation of rosters, availability sheets and benefits package) and support the Head of Operations in training and recruitment of members.
- 2.4 **Recruitment, Training & Development:** To contribute to the recruitment and training of all Front of House staff and Volunteers encouraging professional skills development at all times.
- 2.5 **Feedback and Appraisal:** To manage, support and motivate department staff and Volunteers, encouraging team working through regular communications, briefings and involvement in planning and managing performance through setting of objectives and priorities, providing feedback and ensuring that issues are dealt with promptly, constructively and decisively.

## 3 **Income Generation and Events**

*Support the House Manager in ensuring that all business plan objectives and financial targets are achieved in order to support the Sherman's programme of artistic activity.*

- 3.1 **Income Generation (Retail Income):** To contribute to the theatre's retail profitability by initiating ideas, systems and projects to maximise sales and minimise costs whilst ensuring that all departmental key performance indicators are achieved including, but

not limited to, spend per head targets, mystery shopper reports, roster management and stock control.

- 3.2 **Income Generation (Events):** Alongside the Head of Operations , ensure the cost-effective delivery of hires and events, supporting in the areas of budgeting, client liaison and realisation of such activities, engaging with relevant departments to ensure excellent customer service delivery through all aspects of the event management process.
- 3.3 **Café Bar:** Support the Head of Operations and the Bar & Kitchen Manager to ensure the profitability of the Sherman's Café Bar and a high level of customer service delivery whilst exhausting opportunities to maximise the earning potential of this important element of the Sherman's offer to visitors. This will include, but will not be limited to, ensuring that the offer is appropriate to the needs of customers, participating in the management of relationships with catering suppliers and ensuring that all users of the kitchen are appropriately trained and qualified.
- 3.4 **Duty Management:** To personally undertake the role of Duty Manager for performances, events and activities at the Sherman as necessary to ensure a firm understanding and overview of current operations (it is anticipated that the post-holder will undertake at least four Duty Management shifts per week, programme allowing, including evenings, weekends and Bank Holidays).

#### 4 **Facilities Management and Health and Safety**

*In conjunction with Head of Operations and Bar & Kitchen Manager, ensure the physical safety, maintenance and effective working of the public areas of the building. Ensure that safe working environments are maintained, thorough an effective programme of risk assessment and supplier management.*

- 4.1 **Compliance:** To ensure that the company complies fully with the terms of its Entertainment License, Health and Safety and Environmental Health policies and risk-management processes in place for all aspects of the Sherman's public facing operations and for designated backstage and office areas of the building.
- 4.2 **Health & Safety:** Work with the Head of Operations to ensure all Health and Safety regulations, policies and provisions are adhered to.
- 4.3 **Fire Safety:** To undertake regular fire safety training and evacuation drills with Front of House staff, Volunteers and, in liaison with the Head of Operations, Bar & Kitchen Manager, with all other staff working in the building and to maintain all necessary records.
- 4.4 **Major incidents:** As Duty Manager, take lead responsibility in the event of evacuation and / or major incident, acting as initial incident controller, liaising with and informing the Head of Operations, Senior Management Team and Chief Executive .
- 4.5 **Building Security:** In the absence of the Head of Operations oversee the Security systems; to act as key-holder when necessary.
- 4.6 **Maintenance:** To assist the Head of Operations in overseeing maintenance contracts and services for all public areas of the building.
- 4.7 **Building Management:** To manage the day to day control of the computer-based Building Management System, access control and CCTV system.

- 4.8 **Cleaning:** With the Head of Operations and the Bar & Kitchen Manager, to oversee the work of the cleaning contractors, including supporting and undertaking weekly inspections. In the Head of Operations' absence, ensure arrangements are made for patterns of work based on performance and event programmes, agreeing which areas are to be cleaned and ensuring value for money services are provided within budget.
- 4.10 **Sustainability:** Provide input into the development of the Sherman's approach to environmental sustainability such as the control and reduction of energy consumption, and participation in any sustainability project opportunities, including the implementation of the UK Theatre Green Book.

**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 Visitor Experience Manager. 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.*

*This is a new job description and as such may be subject to changes made by your line manager, or may be part of discussions at either your annual Appraisal, or other appropriate meetings depending on the urgency of the discussion required.*



## **VISITOR EXPERIENCE MANAGER: PERSON SPECIFICATION**

### **ESSENTIAL EXPERIENCE**

- Experience of a Front of House Supervisory/Managerial position, or of a suitable comparable position in a service or trading related role, preferably in an arts venue or visitor attraction.
- Experience of, and demonstrable success in, the achievement of commercial and service targets.
- Experience of working within agreed budgets and of cash handling, stock management and reconciliation systems.
- Evidence of the supervision and motivation of teams of professional staff towards the achievement of agreed targets and objectives.
- Experience of implementing effective safety procedures.
- Experience in managing voluntary/community sector (VCS) from a variety of backgrounds.

### **KNOWLEDGE AND SKILLS**

- Knowledge and understanding of audience/visitor needs and expectations.
- The ability to interpret financial data, identify basic 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 and ability to learn bespoke packages quickly.
- Strong people management skills: the ability to lead and motivate, to assume responsibility, to delegate appropriately and supervise effectively.
- 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
- Time management

### **PERSONAL ATTRIBUTES**

- 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.
- A flair for dealing with the public and delivering excellent customer care; a real enjoyment in working with people.
- 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.

### **HIGHLY DESIRABLE**

- The ability to speak, read and write to a high standard in the Welsh Language.



## **DESIRABLE**

- Enthusiasm for arts activities and for theatre in particular
- Personal Licence Holder
- First Aid at Work/Fire Officer certificate or Safety at Work competencies
- EHO Food Standards Certificate (at least level 2)
- IOSH Certification
- A full driving licence