

## Sales & Ticketing Manager Application Pack

### Key Information

<b>Job Title:</b>	Sales & Ticketing Manager
<b>Responsible to:</b>	Head of Ticketing
<b>Working with:</b>	Head of Ticketing, Sales & Marketing Director, Marketing Manager, Box Office Supervisors
<b>Salary:</b>	£28,980 per annum pro rata
<b>Contract:</b>	18 months, fixed term, subject to three-month probationary period
<b>Hours:</b>	Part time: 4 days / 28 hours per week, working to a shift rota Hours will include at least two Saturdays per month (job share applications will also be considered)
<b>Flexible Working:</b>	Park Theatre operates a TOIL policy and flexible working patterns including partial remote working (usually one day per week)
<b>Holidays:</b>	22.5 days per annum (including bank & public holidays)
<b>Pension:</b>	Park Theatre operates a company pension scheme with 3% company contribution, available to all staff
<b>Notice Period:</b>	1 month during probationary period, three months thereafter.
<b>Other Benefits:</b>	Complimentary tickets to Park Theatre shows Discount at Park Pizza (our café bar) Family friendly policies Access to training & support for professional development Season ticket travel loan and Cycle to Work scheme Employee Support Scheme, including complimentary flu vaccinations

**Closing date for applications:** 19 June 2024, 5pm

# PARK THEATRE

## About Us

Park Theatre is a neighbourhood theatre with a global ambition. In everything we do, we aim to be warm and inclusive; a safe and wondrous space in which to work, create and visit. Born out of CEO / Artistic Director Jez Bond's desire to create a new theatre in a part of London which held the possibility of significant impact in the local community, as well as within the wider theatre industry. Our Mission is to give people access to intimate, honest theatre that entertains and provokes; to nurture creativity and host some of the biggest names of stage and screen; and to welcome everyone in.

We work with writers, directors, and designers of the highest quality to present compelling, exciting, and beautifully told stories across our two intimate spaces. Our programme encompasses a broad range of work from classics to revivals with a healthy dose of new writing, producing in-house as well as working in partnership with emerging and established producers from both the commercial and subsidised sectors. On stage, Park Theatre is a place where audiences can see the finest talent of today alongside the stars of tomorrow.

Within the industry, we aim to be a creative home from home for actors, writers, directors, and producers; we offer our spaces as a platform for development, rehearsed readings or sharings of new projects, with the aim of securing a future life either on our own stage or on another. We strive to play our part within the UK's theatre ecology by offering mentoring, support, and opportunities, encouraging the next generation of artists and producers to learn their trade and flex their muscles within a professional theatre-making environment.

We are invested and rooted in our local community and seek to work with local residents, businesses, and partner organisations to create a better Finsbury Park for everyone. Our Creative Engagement strategy seeks to widen both the number and the range of people who participate in theatre, creating opportunities to engage those who may have had little or no contact with the arts before.

Park Theatre is a charity with two trading subsidiaries; Park Pizza, our catering arm, and Park Theatre Productions, through which we produce our own shows.

## **Our Venue and Spaces**

- **Park200** – seating on two levels, with up to 235 seats when configured on four sides
- **Park90** – a flexible studio seating 76 – 106
- **The Morris Space** – a multifunctional room used for rehearsals, workshops, readings, one-off events, and the majority of our creative engagement activity
- **Park Pizza & Theatre Bar** – attractive area located across two floors, catering for audiences and functions
- **Additional facilities** – including offices, three dressing rooms and a kitchen area

**PARK THEATRE**  
Clifton Terrace  
Finsbury Park  
London N4 3JP

Box office: 020 7870 6876\*  
Office: 020 3697 4190  
[info@ParkTheatre.co.uk](mailto:info@ParkTheatre.co.uk)  
[ParkTheatre.co.uk](http://ParkTheatre.co.uk)

**Exceptional theatre  
in the heart of  
Finsbury Park**

# PARK THEATRE

## This Opportunity

It is an exciting time to join Park Theatre at the start of our 11<sup>th</sup> year, with a new business plan which will determine our direction over the next five years. Within this we pledged to produce more in-house shows, grow our staff team, develop stronger income streams and greater financial resilience, support greater diversity in our programming, staff and audiences. We've already begun to deliver on this through our work on stage and off.

To support these ambitions, we are looking to recruit a Sales & Ticketing Manager who is excited by this prospect and can collaborate with our Marketing and Box Office teams to deliver on our future plans. Working with visiting companies, ticketing agents and our operational teams, you'll have the opportunity to develop and grow your understanding of tickets and Spektrix to a high level and with the Head of Ticketing, support your Box Office colleagues to provide seamless and efficient customer experiences.

In return we can promise a warm and dynamic working environment where ideas are welcomed, and successes are celebrated. You'll have a direct impact on the work that Park Theatre does and be able to help us shape our future.

The role of Sales & Ticketing Manager will evolve as the successful candidate develops their knowledge of Park Theatre's systems and approach. Support and training will be provided for the candidate to progress through this. This is a brilliant opportunity for someone who is looking to make the next step in their ticketing career, is prepared to grow in the role and enjoys working across the breadth of sales activity. If this proposal excites you, we would love to hear from you.

**PARK THEATRE**  
Clifton Terrace  
Finsbury Park  
London N4 3JP

Box office: 020 7870 6876\*  
Office: 020 3697 4190  
[info@ParkTheatre.co.uk](mailto:info@ParkTheatre.co.uk)  
[ParkTheatre.co.uk](http://ParkTheatre.co.uk)

**Exceptional theatre  
in the heart of  
Finsbury Park**

## Job Description - Responsibilities

### **Box Office Management & Customer Service**

- With the Head of Ticketing, to recruit and manage a team of casual Box Office Supervisors
- Support the Head of Ticketing in ensuring the Box Office is staffed appropriately, applying economy and efficiency when creating the monthly Box Office rota
- Process Box Office timesheets and submit to the Finance team
- Ensure a consistent understanding of how to use the Spektrix ticketing system across the team, with regular training on system updates and policy changes
- Ensuring compliance with GDPR and PCI DSS legislation and ensuring the Box Office team also apply these rigorously
- Support the Head of Ticketing in regularly briefing the casual team so they are well informed on latest policies, updates and ensuring they have an opportunity to provide feedback
- Sell tickets to customers in person, online and by telephone, working evening shifts and a minimum of two Saturday shifts per month
- Present a positive, friendly face for the organisation and deal with complaints as necessary in a professional manner
- Ensure all customers are actively encouraged to donate to Park Theatre activities, regardless of booking method
- Maximise the upselling of tickets, merchandise and membership schemes to customers
- Take a proactive approach to access bookings and performances
- Support the Head of Ticketing in compiling press and guests lists and seating plans, working with operational teams and managing the Box Office for some press performances
- Liaise with PR representatives around press bookings
- Lead on groups and schools bookings; issue payment dates, chase groups and schools invoices and process payments
- Support the Development team in the administration of donor and membership schemes
- Keeping abreast of industry developments and local competition, researching and developing opportunities for improved sales, service and efficiency

### **Ticketing & Box Office Administration**

- Support the Head of Ticketing & Sales & Marketing Director on the launch of new seasons; building shows, pricing structures and membership schemes
- Manage the day-to-day administration of Park Theatre donations, ticket fees and ticketing initiatives
- Manage daily and weekly Box Office accountancy, cash handling, floats and reconciliation
- Manage the administration of UK Theatre Tokens
- Support the Head of Ticketing and Finance team in maintaining effective card payment systems
- Clean and maintain the Spektrix database, liaising with the system provider as necessary
- Manage ticket stock levels, and appropriate record keeping
- Support the Finance team with data required for annual audit process

## Visiting Companies & Ticketing Agents

- Support the Head of Ticketing in liaising with Visiting Companies and Co-Producers on sales guidelines and sales reports, house seats and press bookings
- Interrogate and prepare Box Office data reports, deputising for the Head of Ticketing in sales meetings when required
- Set up discounts/ promotional codes in Spektrix and run offer reports
- Manage the relationship with and regular financial reconciliation of external Ticketing Agents, putting robust processes in place for deal sheets, live campaigns
- Set up new Ticket Agencies via API, including discounts or special offers, and ensure timely and accurate invoicing around Agency Sales on a show-by-show basis
- Continually review the ticket booking process for customers, ensuring it is simple / accessible

## General

- Uphold Park Theatre's vision and mission throughout all work activities and interactions
- Promote and maintain a positive inclusive working culture at Park Theatre, ensuring a safe and welcoming environment
- Actively engage with and contribute to professional development and training opportunities provided by Park Theatre
- Attend relevant internal and external events, meetings and conferences to inform the development of the Park Theatre's practices and nurture a collaborative working ethos
- Maintain a working knowledge of and adhere to staff policies as outlined in the Staff Handbook

## Person Specification

Skills & Experience	Qualities
Well rounded knowledge of Spektrix or a similar ticketing system and CRM, both for sales and administration/configuration	Excellent inter-personal skills, comfortable building strong relationships
Experience managing a casual team of employees	Confident, discreet and diplomatic
Good organisation - able to manage multiple work streams and prioritise time	Flexibility and ability to work evenings and weekends as required
Strong administration skills – comfortable using applications and databases	Ability to work autonomously, and to deadlines
Effective, clear and accurate written communication	An understanding of equity, diversity and inclusivity and how they impact work in theatre
Comfortable with the principles of GDPR	High level of self-motivation with a positive 'can-do' attitude
Excellent attention to detail	An interest in the work Park Theatre does, and its contribution to the wider theatre ecology

Interested in this role but not sure you meet all the criteria? Please consider making an application to us anyway – we're keen to hear from people who are excited by what we do, and if this role isn't right for you, there may be other opportunities.

## **Equal Opportunities**

We are an inclusive organisation and an equal opportunities employer. Our aim is to create a diverse and inclusive working environment and our recruitment process is open to all, but we are particularly keen to hear from global majority and / or disabled candidates, as these groups are currently underrepresented in our teams. As a Disability Confident Scheme employer, we guarantee to interview all disabled applicants who meet the essential criteria for our vacancies.

If you feel that this applies to you, please include the following sentence at the end of your application letter: *I would like my application to be considered under Park Theatre's Positive Action policy.*

# PARK THEATRE

## How to Apply

Please submit a statement explaining, in no more than two sides of A4, what attracts you to the position and evidence of your ability to fulfil the role and meet the person specification. If you are submitting a job share application, please send us a joint letter and include how you would approach the shared role.

Please also submit a CV (or two CVs) outlining your skills, experience and/or training to date (no more than two sides of A4) and complete our Equal Opportunities Monitoring Form here:

<https://5dhcqs mj8ar.typeform.com/to/MGxq0BpT>

If you'd like to submit your application in another format, please do not hesitate to do so.

Applications should be addressed to Matthew Barker, Head of Ticketing, and sent via e-mail to [jobs@parktheatre.co.uk](mailto:jobs@parktheatre.co.uk).

By submitting and application to us, you confirm the following:

- The information you provide is correct at the point of submission
- You give your consent for Park Theatre to hold and process your data and information
- You give your consent for Park Theatre keep your application details on file for up to two years

Closing date for applications: **Wednesday 19 June 2024, 5pm**

Interviews will take place **w/c 24 June**

**PARK THEATRE**  
Clifton Terrace  
Finsbury Park  
London N4 3JP

Box office: 020 7870 6876\*  
Office: 020 3697 4190  
[info@ParkTheatre.co.uk](mailto:info@ParkTheatre.co.uk)  
[ParkTheatre.co.uk](http://ParkTheatre.co.uk)

**Exceptional theatre  
in the heart of  
Finsbury Park**