

A photograph of the Park Theatre building, a modern red structure with large windows and a glass-fronted ground floor. The building is set against a blue sky with white clouds. The text 'PARK THEATRE' is overlaid in the top left corner. The title 'Head of Ticketing Information Pack' is centered over the building. At the bottom left, contact information and location details are provided.

# PARK THEATRE

## Head of Ticketing Information Pack

**Tickets:** [ParkTheatre.co.uk](http://ParkTheatre.co.uk)

**Phone:** 020 7870 6876\*

\*Telephone booking fee applies.

 **Finsbury Park**

# About Park Theatre

Park Theatre is a neighbourhood theatre with a global ambition. In everything we do, we aim to be warm and inclusive; a safe space in which to work, create and visit. Born out of CEO / Founding 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 creatives 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 growing focus on developing 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 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, generating meaningful opportunities to engage for 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 F&B offer), 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 much 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





# Role Description

# Head of Ticketing

**Responsible to:** Sales & Marketing Director

**Responsible for:** Box Office Manager,  
Box Office Supervisors

## This Opportunity

Reporting to the Sales & Marketing Director, the Head of Ticketing is responsible for Park Theatre's ticketing operation, sales strategy, pricing and associated customer experience. They will take overall responsibility for pricing structures and sales strategies, ensuring that commercial objectives are met while positioning Park Theatre appropriately within the marketplace and supporting its ambitions around accessible pricing and audience development.

They will analyse sales performance, industry trends and benchmarking to identify patterns, forecast performance and inform strategic decisions. They will devise and deliver proactive sales strategies for in-house productions and runs in which Park Theatre has a financial interest, including the effective use of offers, dynamic pricing and third-party ticket agents to maximise revenue. They will provide regular sales reporting and analysis to the Executive team and visiting producers, bringing informed insights and recommendations to support both box office and wider financial objectives.

The Head of Ticketing will work closely with internal and visiting producers' marketing teams to ensure that sales strategies complement and reinforce campaign milestones and overall objectives. They will maintain key relationships with external ticketing and technology partners, including Spektrix and third-party ticket agents, and will have responsibility for the effective use and development of the Theatre's ticketing system and CRM.

They will maintain and develop the online booking journey, working with internal and external partners to ensure that the website and ticketing system provide an intuitive, efficient and sophisticated customer experience, while maximising opportunities for membership, ancillary sales and giving. They will oversee the Box Office operation, supporting the management, training and development of the team and ensuring consistently high standards of customer service.

Working closely with the Finance team, the Head of Ticketing will ensure that Box Office accounting and reporting are accurate and robust. They will bring strong commercial and financial acumen to the role, ensuring that ticketing practices support Park Theatre's financial, charitable, access and audience development objectives.



## Key Responsibilities

### Sales Strategy, Data and Pricing

- Using industry research and sales analysis, take responsibility for Park Theatre's overall pricing structures, making sure that commercial imperatives are met, while ensuring that ticket pricing places the theatre appropriately in the marketplace
- Devise and deliver sales strategies for in-house productions and runs where Park Theatre has a financial interest, adopting a proactive forward-thinking approach
- Work closely with all production's marketing teams, ensuring that each sales strategy complements and reinforces campaign milestones and overall aims
- Utilise existing relationships with third party ticketing agencies to position Park Theatre productions favourably and maximise agent ticket sales, informing internal and external teams about relevant seasonal campaigns and offers
- To have a good technical understanding of and instinct for strategic dynamic pricing, and to take overall responsibility for adjustment decisions, communicating these effectively to producers
- A good instinct for how offers can be used strategically to meet sales goals, coupled with the technical knowledge to set these up in Spektrix
- Thorough understanding of sales & ticketing trends in the wider industry and ability to use this knowledge to offer proactive advice to internal teams and external producers
- When making strategic sales decisions, display a high level of commercial acumen to aid Park Theatre in reaching both box office and wider financial goals
- Strong financial acumen and experience managing departmental and staffing budgets
- Maintain a live overview of each production's sales performance, spotting trends and recommending adjustments where required
- Provide weekly detailed sales reports and data analysis to the executive team, bringing informed insights, learning and new ideas to the discussion, with an emphasis on predictive forecasting
- Supply regular sales data and analysis to the teams of visiting productions
- Work with the Sales and Marketing Director to ensure ticket pricing and provision of affordable tickets supports the audience development strategy

- To work with the Sales & Marketing Director on audience development initiatives that allow us to both reach new audiences and develop existing audiences
- Interrogating audience survey data to meet audience development aims and facilitate the continual improvement of the organisation
- Attend weekly Sales & Marketing team meetings and provide updates on sales activity

### Ticketing System and CRM

- Demonstrate a deep working knowledge of Spektrix and be the foremost systems expert in the team
- Manage the interface between Park Theatre's website and Spektrix, maintain an efficient user experience for our customers, foregrounding the upselling of membership and ancillary items, as well as philanthropic giving
- Supervise the building of all production runs and events in Spektrix, to ensure that pricing, seating plans, concessions and priority booking are all configured to the highest degree of accuracy
- Act as the main point of contact for Spektrix, overseeing upgrades and escalating problems that cannot be resolved internally
- Monitor the Spektrix system in terms of functionality, analysis and reporting, utilising any advances for the benefit of the theatre
- Ensure the team are trained to use the Spektrix system correctly and responsibly by other staff members
- Work with Park Theatre's external web development partner (Cog) to ensure the Spektrix system integrates with the company website seamlessly and efficiently, providing a frictionless sales experience, striving for continual improvement
- Troubleshoot and resolve ticketing web issues with Spektrix and Cog
- Manage relationships with and regular financial reconciliation of external Ticketing Agents, demonstrating a strong understanding of the processes required for creating deal sheets, setting up live campaigns and offers
- Liaise with visiting production marketing teams on sales guidelines and reports, house seats and press bookings
- Be responsible for effective internal and external system reporting

### Box Office Operation

- Support the Box Office Manager to oversee recruitment and onboarding, training and ongoing development of staff
- Ensure sales practices maximise the upselling of ancillary items such as merchandise, food and beverage pre-booking and donations
- Maintain compliance with GDPR, PCI and ensure the team apply these consistently
- Work with the Finance team to ensure that Box Office accounting is accurate, and compliance reporting is kept up to date
- Attend weekly Operations meetings, cover Box Office shifts and breaks, and contribute to the smooth running of the building
- With the producing team, create seating plans for press nights
- Support Box Office on press nights, working closely with operational teams to ensure the smooth running of the event
- Write and regularly update Box Office policies and procedures, ensuring best practices and the highest standards of customer service
- Write and regularly update sales guidelines for visiting producers
- In collaboration with the Operations Director, ensure that Box Office practices, reporting and sales are in line with Park Theatre's access provision

### 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 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

- Advanced skills in using Spektrix or similar ticketing system / CRM database and CMS
- Experience managing a casual team of employees and delivering excellent customer service
- Strong commercial and financial acumen
- Existing relationships with Ticketing Agencies that can be built on
- Coupling strong sales intuition with the data to reinforce a decision
- Comfortable building and maintaining strong professional relationships
- Excellent attention to detail, and the ability to translate data into insights and learning
- Experience of data management, gathering and analysis
- Good planning and organisational skills - able to manage multiple work streams and prioritise time
- Confident learning and implementing compliance-based procedures (financial, data protection)
- An understanding of equity, diversity and inclusivity and how they impact work in theatre
- Ability to hold multiple priorities simultaneously and re-prioritise on a daily basis

## Qualities

- Numerically confident – happy working with detail and large data sets
- An articulate and effective communicator
- Adaptable – happy to react / change position depending on what the data says
- Comfortable working autonomously, and to deadlines
- Discreet and diplomatic
- Flexible with working hours - evenings and weekends as required
- Proactive and enthusiastic
- High level of self-motivation with a positive 'can-do' attitude

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.



# 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 if applying as a job share) 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://parktheatre.typeform.com/to/R39ER5Vb>

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

Applications should be addressed to Dawn James, Sales & Marketing Director, and sent via e-mail to [jobs@parktheatre.co.uk](mailto:jobs@parktheatre.co.uk).

By submitting an 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 to keep your application details on file for up to two years

Closing date for applications:  
**Friday 27 November at 5pm**

[parktheatre.co.uk/about-us/join-our-team/](https://parktheatre.co.uk/about-us/join-our-team/)



## Summary of Terms & Conditions

**Salary:** £40,000 - £45,000 per annum (dependant on experience)

**Contract:** Permanent, full time or 0.8 FTE. Subject to six-month probationary period (job share applications will also be considered)

**Hours:** 35 hours per week. Evening and weekend work will be required.

**Flexible Working:** Park Theatre operates a TOIL policy and flexible working patterns.

**Holidays:** 33 days per year (including bank & public holidays) pro rated for part time employees.

**Pension:** Park Theatre operates a company pension scheme with 3% company contribution, available to all staff

**Notice Period:** One month during probationary period, three months thereafter.

### Other Benefits:

- Complimentary tickets to Park Theatre shows (subject to availability)
- Discount at Park Pizza
- Employee Support Scheme, including a contribution towards flu vaccinations
- Season ticket loan and Cycle to Work scheme
- Family friendly policies
- Access to training & support for professional development

## Application Procedure

### 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.*



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