

Sadler's Wells  
Ticket Sales Operations Manager

SADLER  
ERSW  
ELLS

# Sadler's Wells Ticket Sales Operations Manager



# Contents

About us ..... 3

Our Values..... 4

The Department..... 5

The Role ..... 5

What are my responsibilities? ..... 6

Who should apply? ..... 8

Why work for us? ..... 9

## About us

Sadler's Wells is a world-leading creative organisation, dedicated to presenting, producing and touring dance made today in all its forms. Sadler's Wells commissions, presents, and produces more dance than any other theatre in the world – from tango to hip hop, ballet to flamenco, Bollywood to cutting-edge contemporary dance. With an innovative, year-round programme of performances and learning activities, this is the place where artists come together to create dance, and where we welcome everyone to experience dance and be inspired.

Our aim is to reflect and respond to the world through dance: enabling artists of all backgrounds to create dance that moves us and opens our minds; sharing those experiences with the widest possible audiences to enrich their lives and deepen their understanding of what it means to be human.

In normal times, over half a million people come to our theatres in London each year, with many more enjoying our touring productions at partner venues across the UK and in cities around the world. Sadler's Wells Theatre has been located in Islington since the 17th century. Our modern-day theatre comprises a main auditorium (1,500 seats); the Lilian Baylis Studio (180 seats); three rehearsal studios; bars, a café, facilities for private and corporate entertaining and offices for Sadler's Wells' colleagues.

Our second theatre building and West End home, the Peacock (1,000 seats), is subject to a unique agreement whereby Sadler's Wells and the London School of Economics jointly manage it, with the LSE presenting its lectures to students during the day and Sadler's Wells presenting theatre at night.

## Future Plans

Plans are underway for the development of a fourth venue in east London's Queen Elizabeth Olympic Park. Sadler's Wells' new space will be located on the Stratford Waterfront site, opposite the London Aquatics Centre, alongside UAL's London College of Fashion and the V&A Museum. The site will form part of a new cultural and education district, which will also include a major new University College London (UCL) campus and have direct links to the creative communities already based in east London.

Sadler's Wells' new space will house a 550-seat mid-scale theatre, as well as facilities for a choreographic centre and a hip-hop theatre academy, all planned to open in 2024.

# Our Values

## COLLABORATION



- We are encouraging and supportive
- We work as one collective team
- We listen and empower every voice
- We seek and value diversity of thought and experience
- We pool our knowledge, resources, and creativity
- We create opportunities to work strategically and in partnership

## EXCELLENCE



- We are ambitious and driven
- We make and share meaningful, exciting, and impactful dance
- We do the best we can each day
- We continuously learn and develop our skills
- We operate sustainably by managing our resources effectively
- We hold each other accountable

## INCLUSION



- We are brave and kind
- We create a safe place so colleagues can bring their full selves to work
- We celebrate and respect our differences
- We remove barriers to access or equality
- We actively address all forms of discrimination
- We engage and reflect the diverse communities we are part of

## INNOVATION



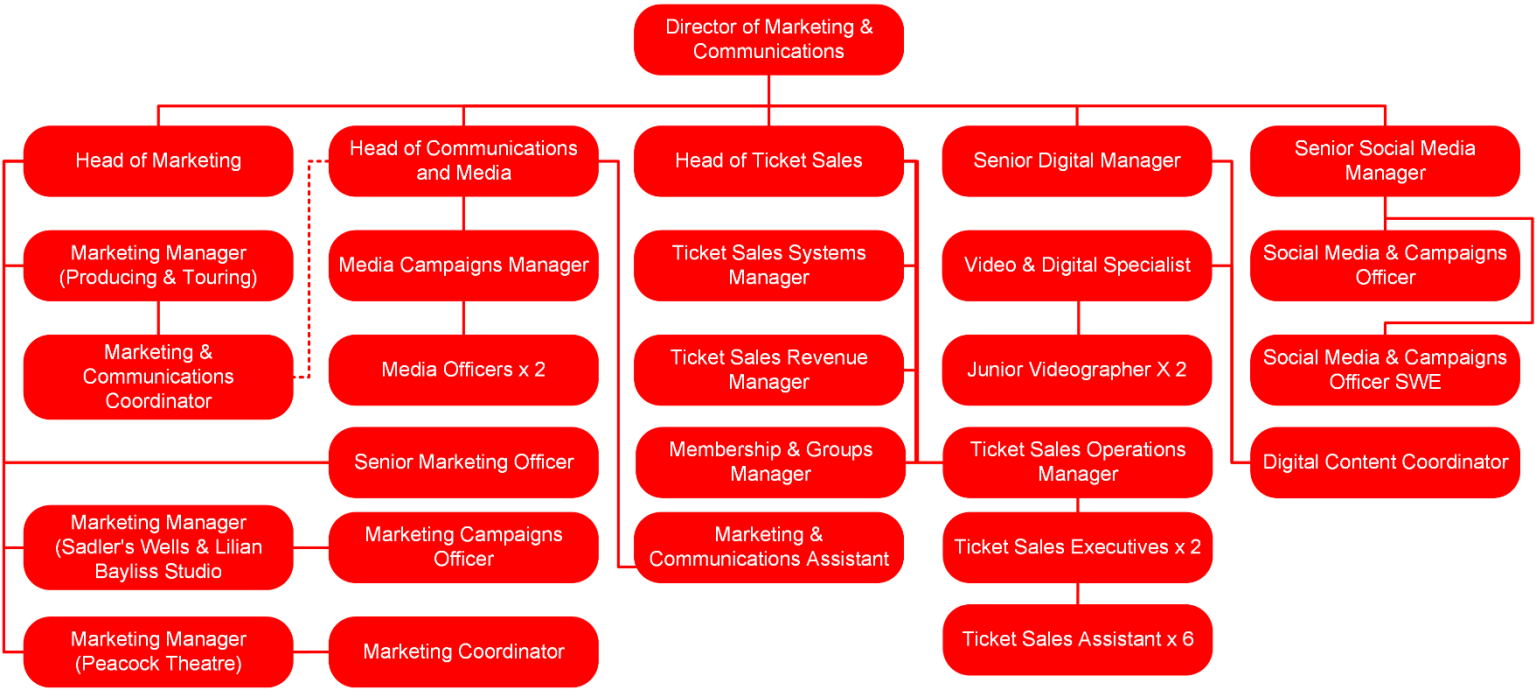
- We are curious and bold
- We find a better way in the every day
- We challenge and question why, and why not
- We take creative and calculated risks
- We cultivate ideas, try new things, and embrace change
- We learn and grow from our mistakes and successes



# The Department

The Ticket Sales team provides a friendly, knowledgeable, and professional service to customers, promoters and artists, seven days a week, and follows the principles of the Sadler's Wells Visitor Experience. Income generation is key to our survival as a charity. As the main public-facing point of contact for customer interactions and ticket and membership sales, the Ticket Sales team plays a key role in developing customer relationships and maximising sales.

The Ticket Sales team sits within the wider Marketing and Communications department, led by the Director of Marketing and Communications, and works closely with the Marketing team. The Ticket Sales team provides a service for all three Sadler's Wells auditoria, and occasional off-site performances, via all sales channels, currently website, phone, agency, and counter sales.



# The Role

This is a role with responsibility for managing the operations for the Ticket Sales team, to drive occupancy and ensure as a team, excellent service is consistently delivered to all customers, departments, and companies we work with.

The Ticket Sales Operations Manager reports to the Head of Ticket Sales and collaborates closely with the Visitor Experience and Marketing teams. This is an office-based role, with the need to work flexibly in all our venues.

# What are my responsibilities?

## Customer Service

- Provide an excellent experience for customers in respect of ticket sales, accessibility, memberships, and other services offered by the Ticket Sales team
- Ensure an excellent standard of customer service is consistently provided by all Ticket Sales staff whilst also maximising sales opportunities and achieving financial targets.
- Work collaboratively with colleagues from across the organisation, in particular the Head of Ticket Sales and Visitor Experience team, to deliver a seamless and positive service experience for all customers
- As part of the Ticket Sales Management team, identify, develop, and implement sales and customer service opportunities
- Line manages and work with the Ticket Sales Executives to review and improve day-to-day processes, ensuring they support Ticket Sales in delivering excellent customer service and maximising sales opportunities
- Ensure customer queries and feedback is responded to appropriately and in a timely way, to maximise loyalty and sales
- Ensure groups, schools, access, membership, and other tailored services (e.g., for internal departments and external companies) are appropriately delivered, information communicated and working with internal departments and external stakeholders as necessary
- Manage ticketing services for Internal departments and Visiting Companies and provide reports and data as necessary
- Devise and communicate operational and sales performance metrics with relevant teams.

## Operations and Resourcing

- Be responsible for the effective resourcing of the Ticket Office, payroll, and monitoring staffing levels and the rota in line with peak and off-peak booking times
- Oversee group and education bookings and allocations, consulting with the Membership and Groups Manager, the Marketing and Learning & Engagement teams, to ensure maximum sales generating opportunities
- Manage and deliver ticketing processes including mark backs, fulfilment of agency sales and call overs as required with the Ticket Sales Executives
- Setting up shows, pricing and promotional activity on our CRM system, Tessitura as required
- Support, inform and advise the Head of Ticket Sales, working with them in devising and implementing forward-looking efficiency strategies
- Monitor performance, primarily using the CRM and Contact Centre systems, and respond with appropriate adjustments to resources.
- Analyse and communicate reports on statistics, Key Performance Indicators and performance success and identify areas for development
- Communicate performance targets and results with the Ticket Sales team and across the organisation
- On a rostered basis alongside the Ticket Sales Executives, lead the Ticket Sales team for performance and event incomings, liaising with the Front of House Management team.

## General

- Lead, communicate and motivate the Ticket Sales team in the training of colleagues on Ticket Office software, systems and operational processes and ensure that documentation, training, policies, and procedures is regularly reviewed and updated
- Ensure all financial and policy matters are managed in strict accordance with Sadler's Wells' policies and procedures
- Maximise income and minimise expenditure without loss of quality in all areas of responsibility
- Attend staff meetings, training sessions and other events which may take place outside normal working hours
- Undertake other duties as may be reasonably required.
- Live, breathe and role model our organisational values of Excellence, Collaboration, Inclusion, and Innovation, being aware of the influence and impact you can have in Sadler's Wells
- Attend occasional staff meetings, training sessions and other events which may take place outside normal working hours
- Undertake other duties as may be reasonably required.
- At all times to perform duties and responsibilities regarding Sadler's Wells' Equality, Diversity and Inclusion and Health and Safety Policies. This may include aiding with evacuation procedures or building searches in the event of an emergency at any of Sadler's Wells' premise

*THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THIS POSITION. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT.*



Ticket Office at Sadler's Wells © Philip Vale

## Who should apply?

The successful applicant will demonstrate the following skills, experience, and personal qualities:

### Skills and Experience

#### Essential

- Demonstrable experience and knowledge of managing and leading a sales team
- Proven experience of making data-driven decisions
- Computer literate, and a good knowledge and understanding of CRM and ticketing systems
- Experience of financial reconciliation
- Good time management and prioritization skills
- Exceptional attention to detail
- Excellent interpersonal communication and collaborative working skills, with both internal departments, external partners and stakeholders
- Must currently hold the right to work in the UK

#### Additional, but not essential

- Knowledge of the London theatre market and dance sector
- Interested in, or curious about dance.

If you do not have everything listed here, but believe you have demonstrable experience to take into consideration, please apply. We are aware every applicant will have strengths and development areas to accommodate, and we are open to discussions around how we can support the postholder.



Ticket Office at The Peacock © Sadler's Wells



## Why work for us?

You will be a key part of our mission to make and share dance that inspires us all and delivering our vision to create, through dance, a depth of connection beyond borders, cultures, and languages, so we see ourselves in each other.

- You will be offered a salary of £35,192.00 per annum based on a 35-hour working week, plus an additional paid meal break each day.
- You will get 25 days annual leave per annum, with an additional three days after five years' service.
- You will be enrolled into the Sadler's Wells Trust Ltd. pension scheme.
- You will have access to our Employee Assistance Programme (EAP) to support your wellbeing.
- You will engage in learning and project opportunities to develop personally and professionally and support your career journey.
- You can access an interest-free Season Ticket Loan and a Cycle to Work salary sacrifice scheme.
- You will be eligible for a death in service insurance policy covering twice your annual salary.
- You will be encouraged to attend performances at both theatres with a discretionary allocation of tickets to employees (subject to availability), and a staff discount at the Garden Court Café
- We welcome everyone through our doors and encourage and enable people to be the best versions of themselves and to feel confident and capable in their roles.
- We celebrate diversity in the dance we share and showcase, and in our workplace. We are working hard to be more inclusive and increasing access both on stage and off and have several anti-racism commitments to make lasting changes in the way we work.

## Making an application

A Job Description and Person Specification are included in this document. If after reading you are still interested in applying, please find further details and information on how to apply [here](#).

If you would like support or have any queries regarding the format or submission of the application, please contact us on [recruitment@sadlerswells.com](mailto:recruitment@sadlerswells.com).

We welcome applications from people from all backgrounds who feel they align with our mission, vision and values. We are international and multicultural on our stages, and we want to reflect that in our organisation. By celebrating difference and incorporating diverse points of view and experiences, we can become closer to our artists, audiences, and the communities we serve.

We are proud to be a Disability Confident employer meaning we have been certified by the government as actively taking steps to attract, recruit and retain disabled workers. We understand that some disabled colleagues will need adjustments to help them perform to the best of their ability – these can be changes to the built environment and furniture, the tools and technology they use in doing their job, aspects of the role, ongoing support or working arrangements.

Sadler's Wells also works collaboratively with Parents in Performing Arts (PiPA) in efforts to support parents and carers within the industry.

**We welcome all applications by 11:59pm GMT on Monday 29<sup>th</sup> January 2024. Interviews will take place on Thursday 8<sup>th</sup> February 2024.**

