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Sadler's Wells

**Front of House Operations  
Manager**



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## Welcome

*Thank you for your interest in joining Sadler's Wells. We hope that it will be a great opportunity for you in your own career.*

Sadler's Wells holds fast today to the vision that Lilian Baylis instilled here almost a century ago: that great art should belong to everybody. Our mission is to make and create dance that inspires us all, and our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

When artists and audiences talk about Sadler's Wells, they use the words: 'innovative, exciting and risk-taking'. Trying new things is part of our core purpose, and it's more important today than it has ever been.

This is an exciting and complex time in the theatre's history as we recover from the impact the coronavirus pandemic has had on our business model and work towards opening a fourth venue in Queen Elizabeth Olympic Park in east London in 2023.

The Front of House Operations Manager role offers you the opportunity to bring your ideas, passion, knowledge and experience to Sadler's Wells. In return, the successful candidate will be part of a strong and supportive team in a world class arts organisation.



## Background Information

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 by the end of 2023.

# The Role

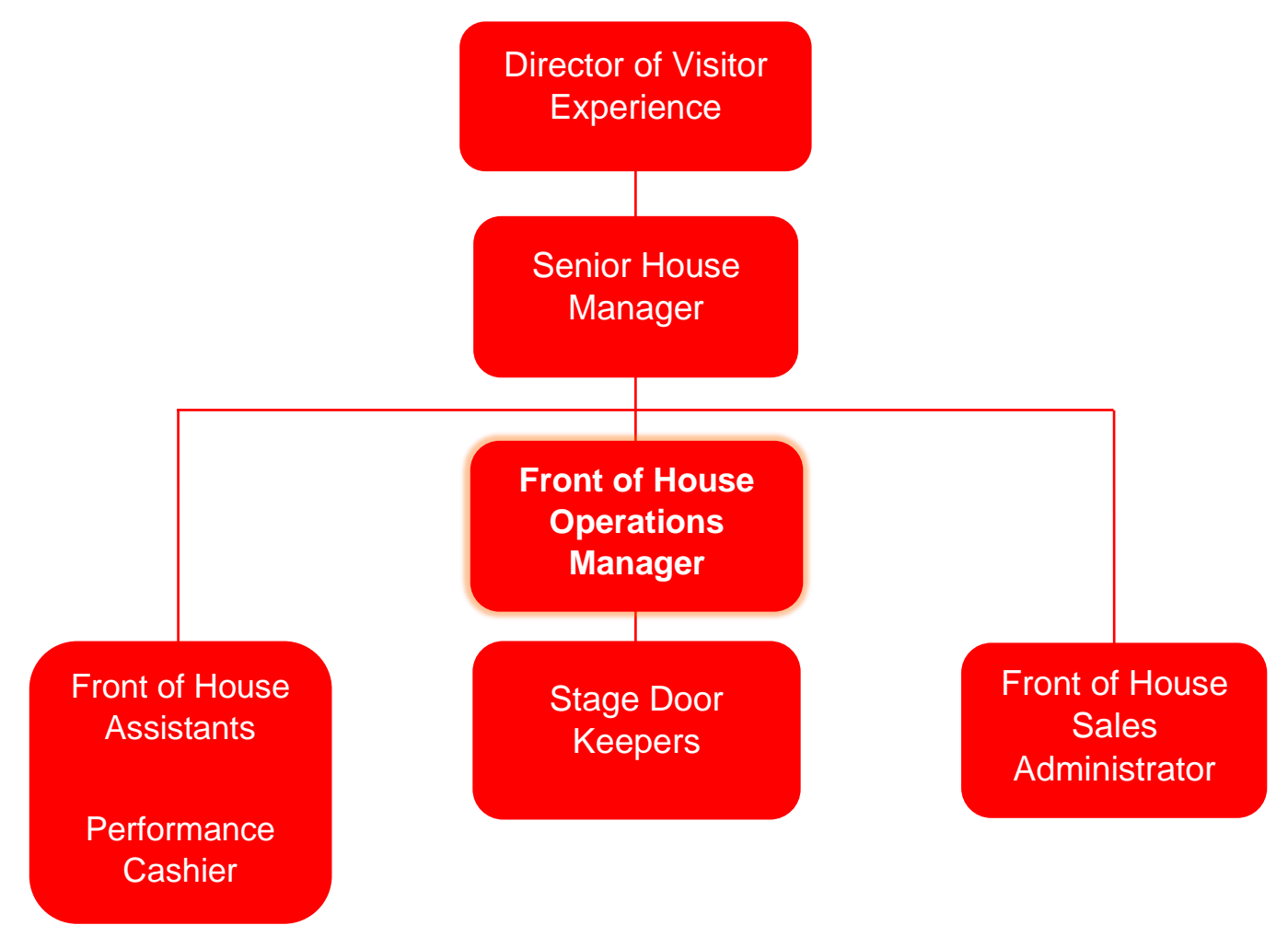
The Front of House Operations Manager will lead a team which delivers a welcoming, efficient, knowledgeable and friendly service, promoting Sadler's Wells and all its activities. They will work to provide a safe, clean, and well-presented environment for audiences to enjoy and will promote sales.

Reporting to the Senior House Manager, they will maintain a good overview of the Front of House operations at Sadler's Wells and The Peacock, working at either venue as required.

# The Department

The Front of House Operations Manager is a key role within the Visitor Experience department at Sadler's Wells. The department is lead by the Director of Visitor Experience and consists of the following areas, Security, Cleaning and Housekeeping, Building Services, Front of House and Stage Door.

## Front of House and Stage Door team structure:





# What are my responsibilities?

## Front of House

- Hold a Personal License and ensure that Sadler's Wells and The Peacock complies with its Premises License and other statutory regulations. Maintain a thorough knowledge of safety, emergency and evacuation procedures leading staff in their application and training in their use
- Ensure that all members of Sadler's Wells audiences receive a high quality service in terms of welcome and safety and to actively seek ways to continually improve customer experience. This includes ensuring that auditoria are maintained to the highest standards, reporting issues arising to relevant departments, following up reported issues to ensure work is carried out and public areas are safe, clean, and tidy
- Be responsible for ensuring the safety of the general public when theatres are open to them for the purpose of performances. Maintain an up-to-date and good knowledge of the Sadler's Wells fire, safety and evacuation procedures and facilitate the evacuation of the public in the event of an emergency
- With the Senior House Manager, oversee the Front of House operation at Sadler's Wells and The Peacock, ensuring an efficient, cost effective rota of Front of House Assistants is in place at both theatres. Monitoring and checking the accuracy of timesheets
- Manage the Stage Door Team and maintain and ensure an efficient, cost effective rota for Stage Door is in place for Sadler's Wells and The Peacock
- Manage the customer experience and front of house operation during preparation, performance, and post-performance periods. Ensure that latecomers are dealt with in an appropriate manner. Be present front of house in the theatre during intervals; to see the house out and ensure that foyer areas are secure
- Work closely with the Senior House Manager and the Front of House Sales Administrator to maximise front of house sales from all sales points. To ensure that every opportunity for earning income from all front of house sales outlets is maximized. Sales include programmes, merchandise, ice cream and confectionery
- Take an active role to support income and expenditure for Front of House revenue
- Undertake Duty Manager shifts at Sadler's Wells, The Peacock or for any off site productions when required
- Work with the Director of Visitor Experience to be an active member of the Sadler's Wells Experience Team and support the delivery and ongoing development of Sadler's Wells Experience, our in-house customer service training programme
- Make recommendations for improvements in customer experience
- Deputise for the Senior House Manager as appropriate and liaise with staff or visiting companies for Front of House needs for specific performances, providing guidance and advice to maintain an exceptional visitor experience
- Lead by positive example, ensuring that staff are well presented, welcoming, friendly, and pro-active in their roles as a Front of House team and that staff are pro-actively introducing additional services and identifying sales opportunities. To acquire, maintain and provide product knowledge and ensure that staff are well briefed
- Lead, motivate, support, and guide the staff for whom s/he is responsible and to identify and implement standards for their development and performance improvement. To set and agree objectives for assessment and to empower staff to achieve these

### General

- Manage performance standards in accordance with the Trust's policies and practices working in close collaboration with the People Team
- Keep informed of all regulations affecting theatre management in all areas of responsibility and ensure appropriate action is taken in support of these
- Deal with matters relating to the theatres' premises licenses, as required by the Designated Premises Supervisor and Director of Visitor Experience
- Hold staff briefings and then attend other occasional staff meetings and training sessions, which may take place outside normal working hours.
- At all times to carry out duties and responsibilities with regard to Sadler's Wells' Equality, Diversity and Inclusion and Health and Safety Policies. This may include providing assistance 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.*



## Who should apply?

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

### Skills and Experience

- Substantial relevant experience of house management in a large arts venue or theatre of 1000 seats or more
- Substantial experience of leading and motivating a team of staff
- A commitment to providing a high quality of service to audiences, visiting companies and supporters
- Experience in the sale of merchandise, recognizing customer trends
- Substantial and relevant experience of being an organized and efficient manager, preferably in a busy theatre or arts venue
- Dynamic leadership skills, allocating staff responsibilities according to event requirements, ensuring staff are supervised, motivated, and well equipped to fulfill their role
- Experienced in the delivery of training to others and developing training programmes
- Impeccable standard of personal presentation
- Positive and versatile working style with excellent interpersonal skills and attention to detail
- Able to diffuse difficult situations with a calm positive approach
- A flexible and adaptable attitude to the post and working hours
- An energetic and enthusiastic approach encouraging positive team working behaviour leading others by example
- Proficient in the use of all Microsoft Office programmes i.e. Excel, Word, Outlook
- Trained First Aider, although refresher training would be provided

### Additional, but not essential

- An in-depth working knowledge of Licensing, Health and Safety Legislation and fire regulations
- Lives within easy access of the Sadler's Wells and The Peacock
- IOSH Managing Safely Certificate



## 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 £30,000 per annum based on a 35 hour week, plus paid meal breaks each day and supporting a shift pattern of business needs and weekend Duty Manager cover
- 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 comprehensive 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 a number of 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 Sunday 23 May 2021. Interviews will take place on Tuesday 1 June 2021.**

