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Sadler's Wells  
Membership & CRM Executive



**Contents**

**Welcome ..... 3**

**Background Information..... 4**

**The Department..... 5**

**The Role..... 6**

**What are my responsibilities? ..... 6**

**Who should apply? ..... 8**

**Why work with us?..... 9**

## Welcome

*Thank you for your interest in joining Sadler's Wells. This is a strategic communications role with a focus on customer service and key audience groups, which will make a fundamental contribution to our recovery, future growth and development. We hope also that it will be a great opportunity for you in your own career.*

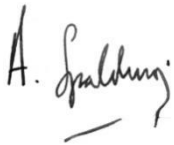
*Sadler's Wells holds fast today to the vision that Lilian Baylis instilled here almost a century ago: that great art should belong to everybody. Our mission is to make and create dance that inspires us all, and our vision is to create, through dance, a depth of connection beyond borders, cultures and 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 has always been 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.*

*This 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.*

With best wishes



Alistair Spalding, Artistic Director and CEO



## 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.

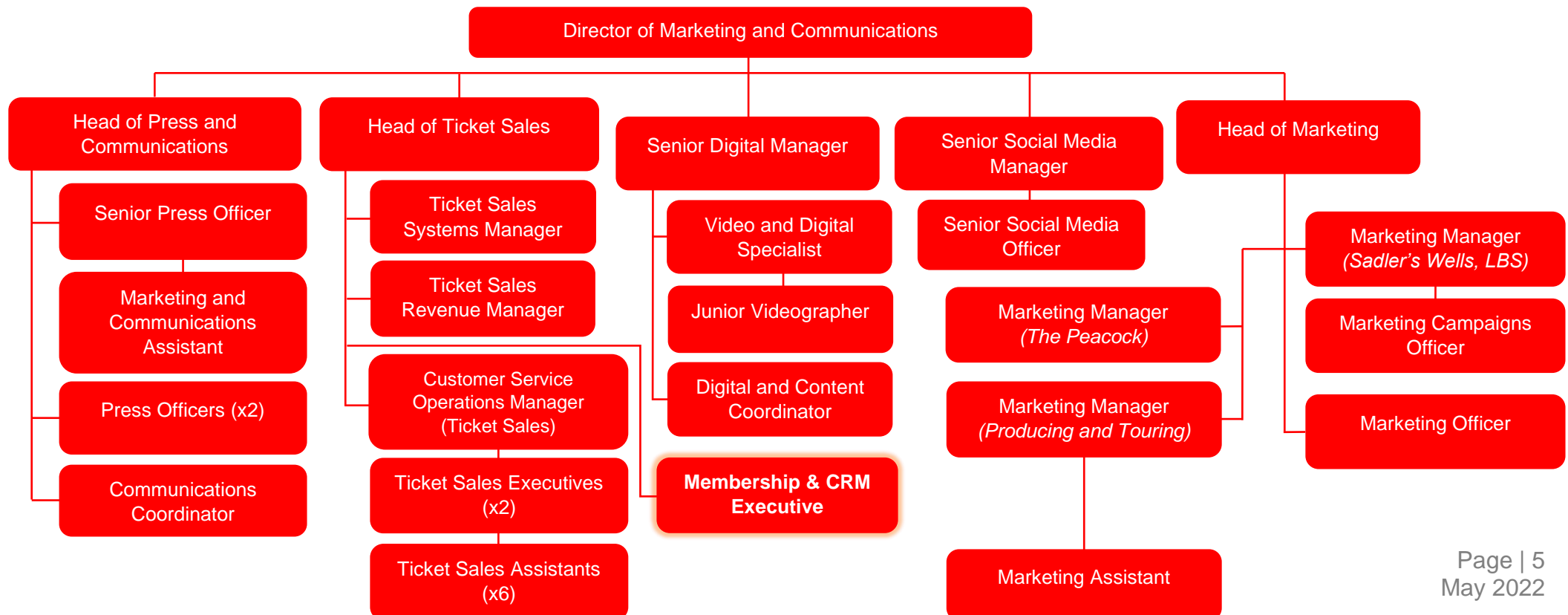
## The Department

The Marketing and Communications department comprises of the Marketing (including Digital and Social Media), Communications and Ticket Sales teams.

The Ticket Sales team is responsible for developing and delivering sales strategies and providing ticketing operations for all Sadler's Wells productions, events and for our Membership scheme. The team is often the first contact an audience member has with the organisation and provides excellent customer service whilst driving engagement and revenue through effective and targeted promotions. The team works with colleagues from across the organisation to optimise customer journeys both online and onsite and provides direction and support across Sadler's Wells in the use of our CRM system, Tessitura.

The Membership & CRM Executive (Ticket Sales) will be line managed by the Head of Ticket Sales.

### The Marketing and Communications department:



## The Role

In the run up to the opening of our fourth venue, Sadler's Wells East in Stratford; this new role will be pivotal. The Membership & CRM Executive will focus on developing and promoting our successful membership scheme. As well as, driving uptake of the 16-30s scheme Barclay's Dance Pass. Working to deliver growth on sales and loyalty, this role will also strive to increase engagement.

Excellent and consistent customer service is kept at the centre of all that we do.

## What are my responsibilities?

Working collaboratively with the Digital, Marketing and Ticket Sales teams, the postholder will support and build on the current successes of our membership schemes and drive further growth.

### Memberships

- Implement actions to market the theatre's membership scheme, setting targets for growth, retention, usage, and revenue in conjunction with the Head of Ticket Sales, Ticket Sales Revenue Manager and Marketing Managers
- Monitoring campaign expenditure and performance and preparing monthly reports on membership base activity and forecasts, utilizing data and our CRM system (Tessitura)
- Alongside the Head of Ticket Sales and lead Marketing Manager, actively develop memberships sales strategies, utilizing reports to make data driven decisions
- Review Ticket Sales data and undertake research as appropriate
- Liaising with the Digital team to refine and improve the bespoke Membership customer journey
- Review Ticket Sales data and undertake research as appropriate to gain an in depth understanding of the membership demographic, their choices and behaviours

### CRM & Communications

- Liaising with Marketing to develop the communication strategy to existing members, including producing and regular e-newsletters, online content, and occasional events, utilising CRM to support the delivery and analyzing data
- Liaise with the Marketing team to grow the membership scheme using CRM, internal channels (venue, email, website, social media) especially around season on-sale moments and Christmas; and coordinate external paid recruitment advertising
- Design and deliver regular communications to members to actively encourage visitation to key shows and cross venue attendance and Digital stage viewings, including member specific website content
- Ensure venue messaging around membership is consistent, engaging and up to date
- Oversee, deliver and ensure renewal communications are timely and effective, and utilize data to monitor associated activity

- Encourage and provide regular updates to the Ticket Sales Assistants to ensure the department achieves membership sales targets
- Support with the promotions and coordinate and deliver Cardholder comms to holders of Barclays Dance Pass and ensure website is up to date
- Create, promote and evaluate other opportunities to develop customer loyalty outside of the Membership scheme (e.g season passes, multi-buy)
- Be responsible for cascading information to the Ticket Sales team, using regular team briefings and ensuring all documentation is up to date in relation to memberships and related service offerings
- Liaise regularly with the Development team to provide data and ensure strong cross departmental ways of working in relation to all membership levels
- Attend and coordinate special events where appropriate
- Be a champion for philanthropic support and membership at Sadler's Wells, helping Ticket Sales assistants and customers to understand the benefits of the schemes and the impact donations have on the charity
- Lead on additional membership and customer service projects related to the department and organisation as necessary

### General

- Live, breathe and role model our organisational values of Excellence, Collaboration, Inclusion and Innovation, being aware of the influence and impact you can have as a line manager at Sadler's Wells
- 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
- 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

- Marketing and CRM experience, ideally within a Ticketing environment
- Creative approach, with the ability to liaise with creative and media agencies
- Excellent writing and copywriting skills
- Excellent communication skills (or British Sign Language if primary language) with the ability to motivate and galvanise a team to achieve organizational goals and deliver an exemplary customer experience
- Experience of working and supporting colleagues in a customer service or sales role, preferably within the Arts and Culture sector, but not essential
- Positive and flexible approach, and the ability to prioritise, plan and organise workload in a fast-paced environment
- Strong interpersonal skills and demonstrable experience of successfully influencing and building relationships with colleagues and stakeholders at all levels across a complex organisation
- Excellent problem-solving skills, combining creativity and innovation with a keen understanding of operations
- Strong administrative skills and attention to detail
- Good understanding of Microsoft Office products
- Data literate with experience of working with a Ticketing or CRM system (preferably Tessitura) and an understanding of data analysis and customer data extraction
- Demonstrable experience of collaborating with Marketing and/or Development teams, contributing to successful membership schemes and initiatives
- Must currently hold the right to work in the UK



Ticket Office at Sadler's Wells © Philip Vale

## Why work with 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 £29,580 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 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 5 June 2022. Interviews will take place on the 15 and 16 of June 2022.**