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Sadler's Wells

Director of Campaigns & Sales



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Foreword

Thank you for your interest in joining Sadler's Wells. This is a senior role which will make a fundamental contribution to our 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. As well as being the place where artists come together to create dance, this is the place where people of all ages and from all walks of life come to experience dance – to take part, learn, experiment and be inspired.

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 DNA, and it's more important today than it has ever been.

The digital revolution has changed all of our lives and continues to change our world at a fast pace. We have initiated a new digital strategy, leading with the development of a new Sadler's Wells website, and our aim is to embrace digital in all parts of the work we do. Having made some strides in this direction already, we now need someone who will ensure that our sales strategy is rooted in customer insight and leverages data effectively and responsively to achieve challenging targets.

We are building new skills and capabilities across all our staff teams and the newly created department of Campaigns & Sales consolidates our campaign marketing and ticket office teams in order to achieve even greater focus on revenue performance within the context of excellent customer service.

This is an exciting time in the theatre's history as we work towards opening a fourth venue in Queen Elizabeth Olympic Park in east London in 2022. This role offers you the opportunity to bring your ideas, passion, knowledge and experience to Sadler's Wells. In return, you 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.

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' staff.

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 academy, all planned to open at the end of 2022.



The Role

The new role of Director of Campaigns & Sales is responsible for achieving income from ticket sales, representing over 70% of Sadler's Wells' total turnover. This is achieved through marketing campaigns and ticketing services across a broad range of channels and media, relating to all performances at our theatres as well as supporting our national and international producing and touring work. With a renewed focus on digital activity and delivery, the post works most closely with departments under the Director of Content & Audiences and the Director of Systems & Data.

Strategic and operational accountabilities:

- Ticket sales targets across all venues, through ticket office and campaign marketing teams
- Maximizing yield through optimum deployment of the new Revenue Management Application software
- Driving up-sale, cross-sale and conversion for shows at all venues
- Driving increases in membership
- Delivering consistency on the overall brand vision across all activity

The role reports to the Executive Director and is part of the senior management team.

Department:

- Campaign Marketing
- Ticket Office

There is close collaboration with the new Content & Audiences and Systems & Data departments to exploit content and data; with Finance and Programming departments to set audience targets, ticket prices and yield management; and with Visitor Experience, Catering and Events and Development to enhance customer experience and support commercial partnerships.



Responsibilities

Campaign marketing

- Devise and deliver a sales strategy that is consistent with the brand vision, to drive forward net income and yield from all customer transactions. Ensure all campaign marketing activity works coherently with other sales and revenue-generating functions in the Catering & Events, Visitor Experience and Development departments
- Direct the year-round schedule marketing and sales campaigns for all productions across all Sadler's Wells stages and touring productions; and for off-site performances and festivals where relevant
- Devise and deliver a recruitment and retention strategy to increase membership and Rehearsal Membership, working closely with the Director of Content & Audiences and the Development Director
- Set and agree audience targets, ticket prices and marketing budgets for each performance in the annual budget round and re-forecast them regularly with the Finance Director and Director of Programming
- Co-ordinate thorough evaluation on all campaigns to ensure the best return on investment within the context of our audience development strategy and Equality, Diversity and Inclusion Plan.
- Support the Catering & Events and Visitor Experience teams in the promotion and delivery of venue rentals, and to maximise secondary spend
- Promote other activities and projects of the organisation as required
- Devise sales initiatives to cross-sell, up-sell to existing customers and convert first-time attenders to regular audiences
- Ensure audit procedures are in place to protect against fraud and other financial and/or data risks
- Ensure financial reporting and monitoring procedures are kept up to date and in line with best practice and audit control

Data and systems

- Ensure that all sales-related data are collected, stored and managed efficiently and effectively and within GDPR guidelines and best practice
- Oversee the use of the revenue management system, deploying dynamic pricing and other sales-focused techniques to drive performance
- Work closely with the Director of Systems & Data to maximise use of the Tessitura database to increase sales performance
- Work closely with the Director of Content & Audiences to ensure that sales campaigns are consistent with the Sadler's Wells brand and convey compelling and responsive messages

Leadership

- Provide clear, effective and visible leadership to the Campaign Marketing and Ticket Office teams, ensuring that all team members are stimulated, motivated and guided to contribute fully to Sadler's Wells' Strategic Plan and values
- Drive expertise in teams, particularly in digital and technology, working closely with the Director of Systems & Data to maximise effective and efficient ways of working

Ticketing

- Support and manage the Ticket Office to maximise sales performance and revenue, ensuring that a high quality experience is delivered to all customers

- Develop talent within teams, reviewing and measuring performance, building confidence and growing skills among staff members
 - Embrace digital ways of working to adapt, grow and continue to deliver our mission in a changing cultural landscape
 - Empower team members to identify innovative approaches to enhance performance
 - To attend occasional staff meetings, training sessions and other events, which may take place outside normal working hours
 - To 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' premises
- General**
- To maximise income and minimise expenditure without loss of quality in all areas of responsibility

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.



Person Specification

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

Essential requirements

- Results-driven with a proven track record of high achievement through sales and marketing teams, particularly through digital campaigns
- A systematic approach with excellent attention to detail
- Excellent knowledge of CRM and ticketing systems, based on practice and track record
- Excellent planning and project management skills with the ability to prioritise and meet demanding deadlines, and allocate resources effectively
- Ability to translate ideas into effective action speedily and within a finite budget
- Ability to work collaboratively and bring teams together into a cohesive and effective unit
- Sophisticated management skills, able to motivate and develop a collaborative team to achieve targets
- Convincing presentation and interpersonal skills, with the ability to negotiate with a broad range of stakeholders
- Able to demonstrate a commitment to diversity and inclusion
- A strong empathy with Sadler's Wells' values, mission and objectives

Terms and conditions

- Competitive salary, dependent on experience, based on working 35 hours per week, plus an additional paid meal break each day. Regular evening and weekend work will be required.
- Annual leave entitlement is 5 weeks for each Holiday Year. If you complete five years' service with the Trust, your holiday entitlement will increase to 5.6 weeks per annum
- If you are an eligible job holder, you will be automatically enrolled into Sadler's Wells Trust Ltd. pension scheme
- The company offers interest-free season ticket loans
- The company offers a Cycle to Work salary sacrifice scheme
- The company has a Death in Service insurance policy covering twice the annual salary
- The company encourages attendance of performances at both theatres with a discretionary allocation of tickets to employees (subject to availability)

Making an application

A job description and person specification are included in this document. Read this carefully and if you are interested in applying for the position, please complete the online application form.

Further guidance on completing your application form can be found via the link below

[Applying for vacancies at Sadler's Wells](#)

Please submit your application by 11.59pm on Sunday 13 January 2019. Late applications will not be considered.

Interviews will take place week commencing Monday 21 January 2019.