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Sadler's Wells

Ticket Sales Executive



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Foreword

Thank you for your interest in joining Sadler's Wells. This is a customer facing role 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 mix of recovery and expansion, which takes place in the context of a rich and ambitious artistic programme, requires a new Head of People and Inclusion to create and deliver strategies to ensure our People can thrive and deliver our ambitions.

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.



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

We are looking for a Ticket Sales Executive to join our team.

Ticket Sales Executives support the Ticket Sales management team in the effective delivery of sales strategies and ticketing operations for Sadler's Wells. This role will provide leadership to the Ticket Sales Assistants by supporting them in their day-to-day duties, by providing engaging and informative training and briefings and by role modelling Sadler's Wells organisational values and exemplary customer service standards. This role will also liaise with internal departments and external companies to fulfil ticketing requirements and work with the Ticket Sales management to identify and capitalise on opportunities for increasing customer engagement.

They will assist the Ticket Sales Systems Manager with the set-up and maintenance of performances, events and promotions on our CRM system Tessitura and our website and will support the delivery of new ticketing and CRM functionality across the organisation.

They will assist the Ticket Sales Revenue Manager to implement sales initiatives to increase revenue for a wide range of customer types including group bookers and schools. They will also support the administration of our membership scheme and Barclays Dance Pass, our Young Persons scheme.

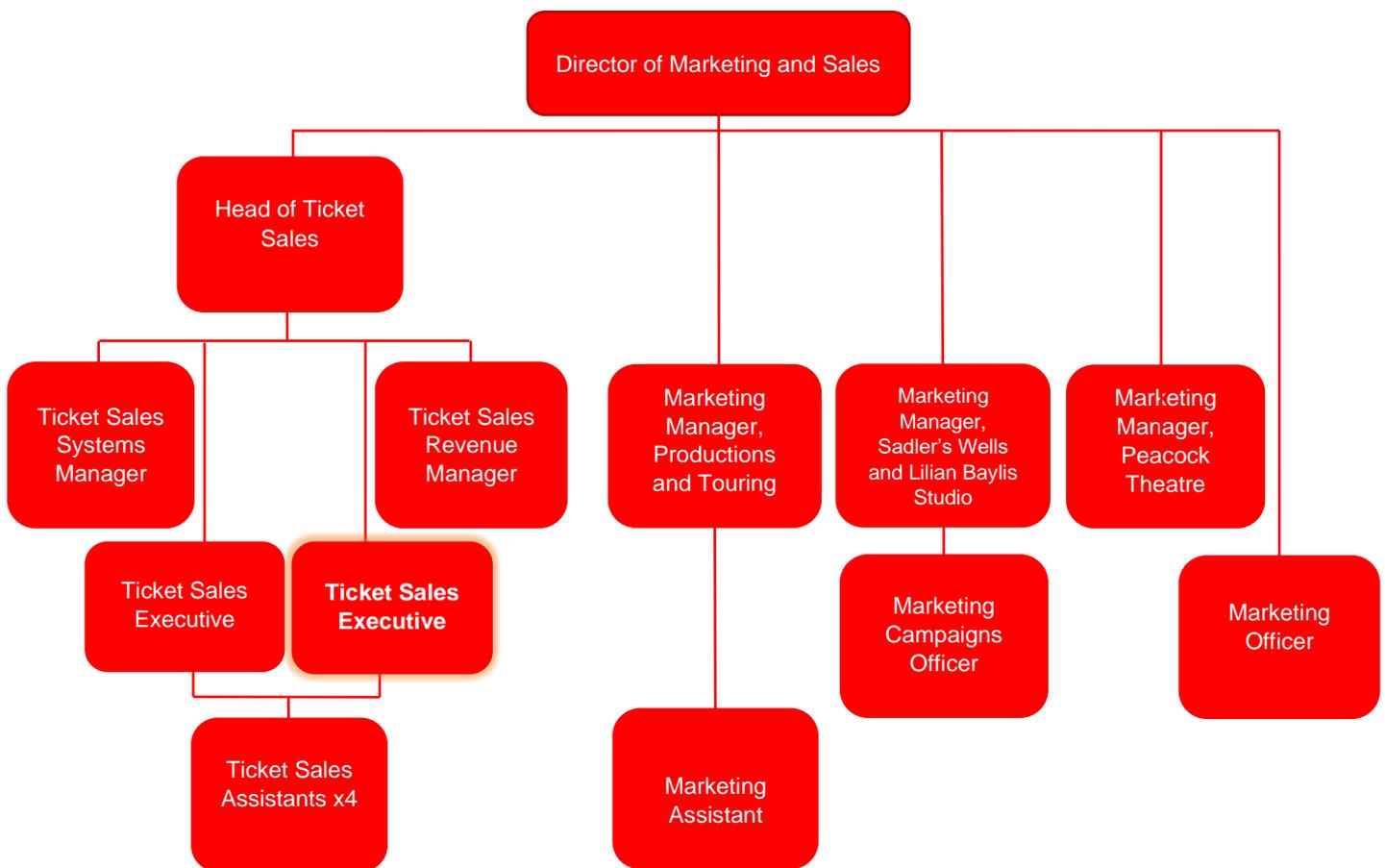
This role is new for Sadler's Wells and therefore we expect it to evolve and flex as time goes on.

The Department

The Marketing and Sales department comprises of the Marketing team and Ticket Sales team.

The Ticket Sales team are 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 are often the first contact an audience member has with the organisation and provide 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 Marketing and Sales department:



What are my responsibilities?

As a new role, we very much expect this to evolve with the new postholder, but we anticipate the key responsibilities upon starting the Executive position will be:

Ticket Sales

- 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
- Co-ordinate the daily activities of the Ticket Sales team, ensuring customer queries and tasks are dealt with promptly and facilitating the delivery of sales initiatives
- Line manage and support the Ticket Sales Assistants in the day to day operations, with a particular focus on role modelling new and smarter ways of working, ensuring workloads are sustainable and supporting individual and team wellbeing
- Work with the Head of Ticket Sales to continuously monitor and improve the quality of service offered by the Ticket Sales team
- Deliver consistently excellent customer service on all sales platforms, supporting customers and ensuring that customers receive a sales experience in line with our organisational values
- Be a point of escalation for any ticketing or customer issues, using empathy and problem-solving skills to resolve these efficiently
- Encourage and enable the ticket sales team to identify and act on opportunities to increase customer engagement, providing coaching on cross-selling and up-selling
- 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
- Support and deliver the ticketing requirements of internal departments and external companies
- Monitoring the team's CRM (Customer Relationship Management) system usage, ensuring best practise is adhered to
- Be responsible for cascading information to the Ticket Sales team, using regular team briefings and ensuring all documentation is up to date
- Provide initial and ongoing training for ticket sales staff on software, processes and customer service
- Provide guidance and coaching to team members so they can be the best version of themselves at work and creating opportunities for development and progression
- Embrace digital ways of working to adapt, grow and continue to deliver our mission in a changing cultural landscape
- Lead on additional projects related to the department or the organisation as necessary

Additional responsibilities:

- Support the Ticket Sales Systems Manager in the setup of new performances, events and promotions on our CRM system, Tessitura
- Implement changes to performances and events on the system as required, including pricing changes, the reconfiguration of seating and amendments to modes of sale

- Support the Ticket Sales Systems Manager in the administration of TNEW (our online booking pathway), our phone system and other digital systems used by the team
- Assist with the delivery of new functionality on our CRM system both within the team and across the organisation
- Assist the Ticket Sales Revenue Manager in the development and delivery of new sales initiatives by conducting research and assisting with sales monitoring
- Working with the Ticket Sales Revenue Manager, identify key targets for different sales initiatives using our CRM system Tessitura (for customers already existing in our database) and other publicly available data sources (for example, the UK government's schools database)
- Facilitate the operational fulfillment of proactive sales initiatives such as outbound calls and coach the Ticket Sales

Assistants to successfully deliver these initiatives

- Support the administration of our Membership scheme and Barclays Dance Pass including coordinating customer contact and processing payments.

General

- 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 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

- Excellent leadership skills with the ability to motivate and galvanise a team to achieve organisational goals and deliver an exemplary customer experience
- Experience of working and supporting colleagues in a customer service or sales role, preferably in the Arts and Culture sector but not essential
- A 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 with great attention to detail and a 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 teams or contributing to Marketing campaigns to achieve sales targets
- Able to demonstrate an understanding of how data analysis can help us to increase sales and have a keen interest in developing new and innovative sales initiatives.
- Previous experience of using a ticketing system to manage performances (for example making pricing changes or managing holds) and will be excited by the opportunities for improving customer experience that digital systems bring.



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 £29,000 per annum based on working 35 hours per 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 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.

We aim at all times to recruit the person who is most suited for the job – and therefore 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.

**Closing date for completed applications is 11.59pm on Sunday 17 October 2021.
Interviews will take place as soon as possible after this date.**

