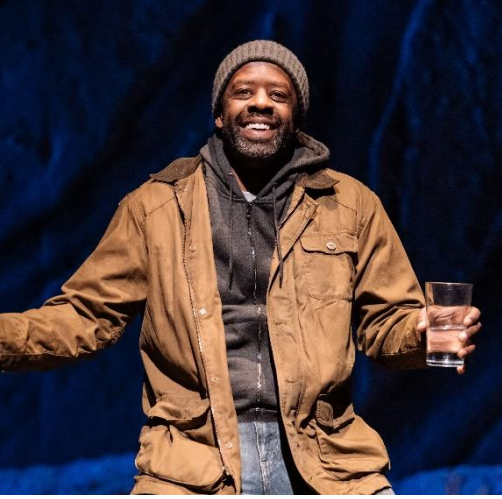




JOB PACK

HEAD OF TICKETING AND SALES



ADRIAN LESTER | COST OF LIVING



TAMSIN GREIG | PEGGY FOR YOU



MAISIE WILLIAMS & ZAC WYATT | I AND YOU

HAMPSTEAD THEATRE JOB PACK

HEAD OF TICKETING AND SALES

Thank you for your interest in the role of **HEAD OF TICKETING AND SALES** at Hampstead Theatre.

WHO WE ARE

Hampstead Theatre was born in a humble hut sixty years ago. Our mission was to create original theatre without creative restriction. We quickly attracted a generation of talent that helped to redefine British Theatre. From Harold Pinter testing out his early plays here to the likes of Mike Leigh, Michael Frayn and Terry Johnson – and more recently Beth Steele, Ruby Thomas and Roy Williams, all premiering their work here.

We are still driven by the same ambition. To challenge, influence and shape the future of British theatre. To create the future mainstream – entertaining experiences that are original and ambitious.

WORKING TOWARDS AN INCLUSIVE CULTURE

Hampstead Theatre is committed to reflecting the diversity of contemporary England in the work presented on stage, in the colleagues who work here in whatever capacity and in the audience we welcome. Everybody who engages with Hampstead Theatre should feel able to express their full selves and we take seriously our commitment to removing any barriers, whether visible or invisible, which prevent anyone from doing so.

We therefore welcome and encourage applicants from under-represented backgrounds to apply.

HOW TO APPLY

The deadline for applications is **midday on Wednesday 5 April**. Interviews are likely to be held **w/c 10 April**.

To apply for the position:

- 1) Email your CV and cover letter to jobs@hampsteadtheatre.com, with the reference HOTS in the subject line.

In your cover letter, please outline why you are interested in the role and how your skills, knowledge and experience relate to the person specification.

- 2) Complete the following form: <https://forms.office.com/e/uBNgJ9BgMd>

The form will ask you for your personal details and two referees.

- 3) Complete the following personal characteristics form: <https://forms.office.com/e/ae6EARGGK3>

Information in the personal characteristics form will be kept confidential and not used for shortlisting. Anonymised data will be used to measure progress against our Diversity Action Plan.

ACCESS

All disabled candidates who demonstrate they meet the essential criteria in the person specification will be invited for interview.

If this is not an appropriate application method for you for whatever reason, please contact us to make alternative arrangements by emailing jobs@hampsteadtheatre.com.



SARAH STEELE & ARIAN MOAYED | *THE HUMANS*



MARIAM HAQUE | *FOLK*



ARETHA AYEYEH & MARIÈME DIOUF | *THE HOES*

JOB DESCRIPTION

Job title: HEAD OF TICKETING AND SALES

Reports to: EXECUTIVE DIRECTOR

Responsible for: BOX OFFICE & MARKETING COORDINATOR, BOX OFFICE ASSISTANTS

Hampstead Theatre is looking for a talented Head of Ticketing and Sales to join a small, but dynamic team dedicated to creating exciting, original drama.

The Head of Ticketing is responsible for maximising revenue from ticket sales and ensuring the highest standards of customer service are maintained at the box office. They are also responsible for maintaining and managing the ticketing, CRM and other digital systems which support sales.

This is an exciting time to be joining Hampstead Theatre as we transition out of the Arts Council England National Portfolio and towards a new business model, which concentrates on maximising ticket revenue and delivering an outstanding customer experience.

The Head of Ticketing and Sales is therefore a critical role and will be expected to deliver on these objectives. The successful candidate will be target driven, customer focused and able to lead and motivate a team to deliver those same values. Significant experience of leading a ticketing and sales operation in a similar environment is essential, as well as excellent administration and IT skills.

RESPONSIBILITIES INCLUDE:

Ticketing, Sales and Box Office Management

- Ensure the highest levels of customer service across the organisation
- Oversee the smooth and efficient operation of all ticket sales at Hampstead Theatre
- Efficiently manage all ticket holds and allocations across the organisation to ensure maximum capacity at every performance
- Work with the Finance department to ensure accuracy of financial reconciliation
- Oversee the configuration and set up of all ticketing for Hampstead productions and other ticketed events within Tessitura
- Coordinate with all departments including Marketing and Development on setting up season on-sale announcements
- Work with the production team and production managers to advise on seating layouts in the auditoria including seat numbers and sightlines
- Line manage the Box Office & Marketing Coordinator and Box Office Assistants, providing leadership, pastoral care and strategic problem solving for daily ticketing operations
- Oversee the training of Box Office staff and other staff on Tessitura, establishing and maintaining standard operating procedures as well as streamlining policies, systems, team structures and departmental processes for improved efficiency
- Ensure the work of the department is consistent with access and diversity objectives, including creating a welcoming environment for all audiences

Digital Systems Management (including Tessitura)

- Manage digital system administration, maintenance and upgrades across all relevant ticketing and CRM systems
- Act as the principal point of contact and relationship manager with external ticketing agents, including initial API connections, show set up, agreeing commission, managing ticket allocations and generating end of run invoices
- Oversee training to ensure that all Tessitura users are supported to and feel confident using these systems to help them fulfil their objectives
- Promote innovative ways of using Tessitura and other digital systems to underpin Hampstead Theatre's progress towards strategic goals and maximise impact and efficiency across the organisation
- Develop knowledge, insight and ideas around digital opportunities across the organisation

Website Integration

- Manage and develop Hampstead Theatre's digital roadmap to ensure that website integration with Tessitura and other systems continue to serve the needs of the organisation
- Work with the Director of Marketing and Communications and website provider to:
 - Ensure online sales effectively integrates with Tessitura to ensure a smooth booking journey, excellent customer experience and to support sales, marketing and development objectives
 - Troubleshoot any issues regarding the functionality of the website
 - Work with external marketing agencies to integrate analytics with online sales

Organisational Support, Insight and Reporting

- Provide data-driven business intelligence support to relevant departments, interpreting analytics and using integrated analytics tools to create, distribute and analyse reports
- Work alongside the Director of Marketing and Communications to devise and implement short and long-term ticketing strategies including dynamic pricing and segmented mailings
- Work with the Director of Marketing and Communications to support Hampstead Theatre's audience development ambitions, developing and delivering innovation in ticketing and digital engagement to reach and retain new audiences
- Work with the Marketing and Development departments to ensure all direct communication campaigns are configured to deliver maximum financial return and business intelligence as well as reporting on conversions and the effectiveness of these campaigns
- Work with the Director of Marketing & Communications and Box Office & Marketing Coordinator to track sales, monitor house numbers and provide predictive forecasting
- Support the Development department in the analysis of data to identify fundraising prospects and develop engagement strategies
- Support the Head of Press & PR and the Producing department to manage Press tickets and ensure the smooth delivery of Press Nights

Compliance and Data Security

- Work with the Executive Director to ensure organisational adherence to statutory regulations including Data Protection, including GDPR and PCI compliance
- Regularly review Hampstead Theatre's data security to manage and report on data security risk
- Establish and maintain best practice around the use of data within Tessitura, and training staff across the organisation on data entry, database management and data extraction

The following responsibilities apply to all Hampstead Theatre staff:

- Participating actively in the life of the theatre
- Complying with Hampstead Theatre's Equal Opportunities, Health & Safety and other policies at all times
- Carrying out administrative work generated by the above activities

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.



JADE ANOUKA & RORY FLECK BYRNE | THE PLEBOTOMIST



BENEDICT WONG | #AIWW



PAUL MCGANN & GINA MCKEE | THE FOREST

PERSON SPECIFICATION

Essential

- Significant experience of leading a ticketing department in a similar environment.
- Significant experience working with a digital ticketing and CRM system.
- A genuine passion for bold, ambitious, original theatre.
- A proven ability maximising ticket sales and encouraging others to do the same.
- Ability to analyse and understand complex sales and demographic data and communicate findings confidently.
- Excellent understanding of financial data.
- Tactful, diplomatic and able to maintain confidentiality for sensitive information.
- Highly accurate and well-organised with good time management skills.
- Excellent negotiation skills.
- Excellent administrative and IT skills.
- Ability to work without supervision and take initiative.
- Ability to anticipate the needs of colleagues.
- Flexible, responsive and a team player.
- Ability to train, motivate and encourage others.
- Commitment to improving access and diversity.

Desirable

- Experience using Tessitura.



SHARON D. CLARKE | CAROLINE, OR CHANGE



KAE ALEXANDER & COLIN MORGAN | GLORIA

TERMS & CONDITIONS

- Salary:** c. £37,500 p.a. depending on experience.
- Hours:** This is a full-time position. A normal working week is Monday to Friday 10am to 6pm but, due to the nature of the job, evening and weekend work plus working additional hours will be required in order to fulfil the functions of the role.
- Holiday:** 25 days' annual leave plus Public Holidays.
- Contract:** This is a permanent position and is subject to a three-month probationary period.
- Notice:** Two weeks during probationary period, eight weeks thereafter.
- Other benefits:**
- Interest-free season-ticket travel loans.
 - Complimentary tickets for performances.
 - Employer's contribution to NOW: Pensions scheme.
 - 10% discount at Hampstead Theatre's Café Bar.

PRIVACY NOTICE

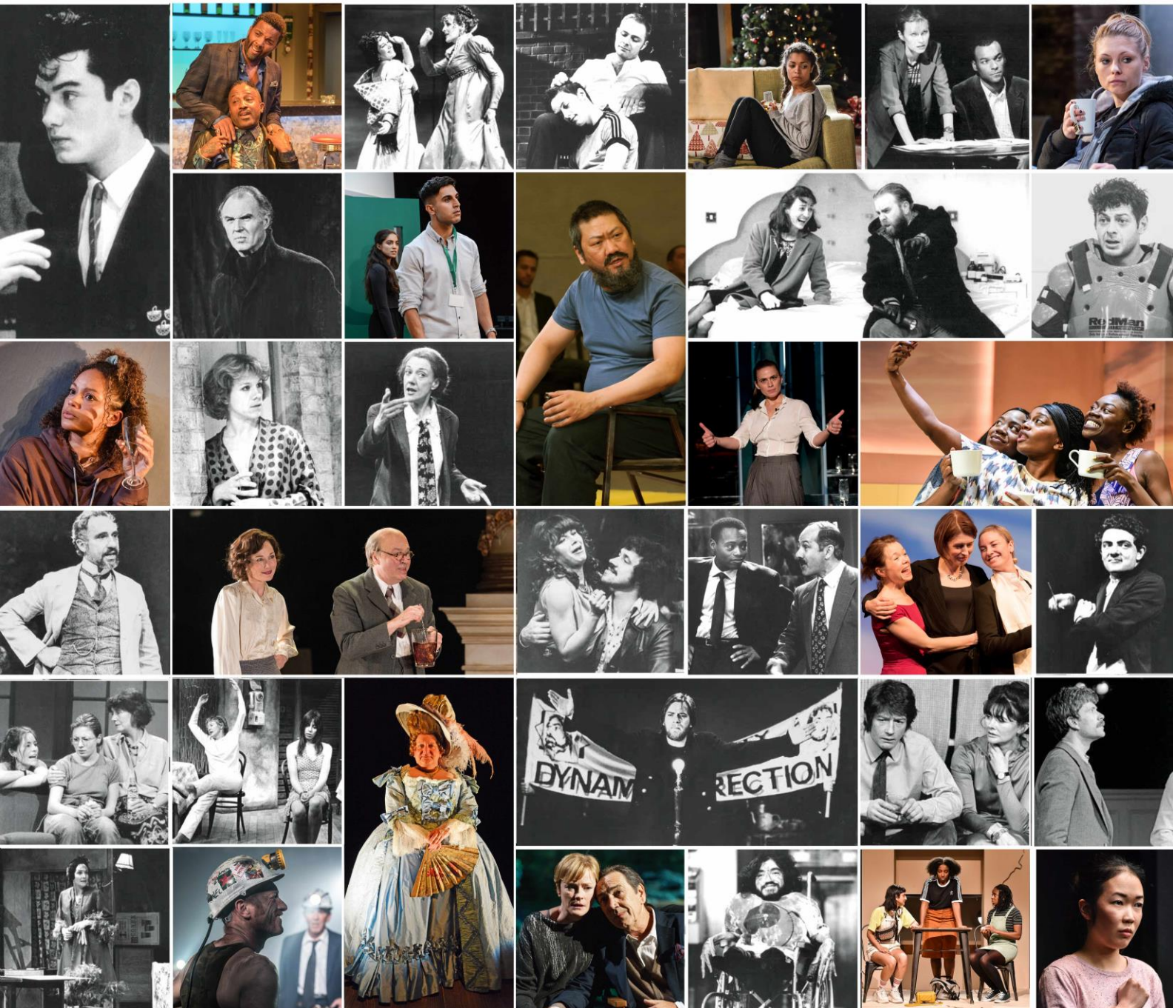
Hampstead Theatre takes its responsibility for protecting your personal information seriously. Hampstead Theatre's job application process will only request data relevant to verifying the identity of a candidate or determining their suitability for a position.

Access to the information contained within your application will be limited only to individuals administering the recruitment process or individuals shortlisting and/or interviewing. Occasionally, Hampstead Theatre may ask external parties to assist with shortlisting and/or interviewing. On these occasions, Hampstead Theatre will ensure external parties commit to following the same data protection principles as the theatre.

Your application and any correspondence will be kept for up to a year following the closing date before being deleted.

Applying for a position at Hampstead Theatre indicates your consent to your data being processed in the manner described above.

More information can be found here: <https://www.hampsteadtheatre.com/company/privacy-policy/>



BE A PART OF
HAMPSTEAD HISTORY