

**PLAY  
TO THE  
CROWD**

Arts & Education Charity  
Winchester



**Join the family**

**Job Pack:  
Box Office and Data Insights Manager**





“The team at the theatre are organised, professional, and very welcoming. We felt at home.”



“I can't imagine our community without Theatre Royal Winchester, the extraordinary Hat Fair or Playmakers.”



# Hello and welcome

**We are delighted you are interested in coming to work with us at Play to the Crowd.**

We are a fantastic arts and education charity based in Winchester, Hampshire, with a friendly, committed core team of about 25 people with a further 25 or so in the broader casual team as well as many volunteers.

People say they love working with us because they feel part of a family and everyone pulls together in a supportive environment to make wonderful, memorable experiences for our audiences and participants.

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# About this role

This is a full-time, permanent position (36 hours per week) with a salary scale of £28,950 rising to £32,754 depending on length of service.

The role of Box Office and Data Insights Manager takes the responsibility of managing the Box Office and all aspects of ticket sales including staffing, administration of the ticketing system (Spektrix) and reporting. The role will focus on increasing income through Spektrix, developing group sales, maximising fundraising opportunities and upselling merchandise and Bar packages.

In addition this role will provide vital data analysis, reporting and insight to support strategic and programming decisions.

This role plays a vital part in developing new audiences for all of Play to the Crowd's activities and working with the wider team to ensure an excellent audience experience and improving our access offer.

This role may be required to work both daytimes and evenings, including weekends when covering the Box Office counter.



# What you will do

## Box Office and Ticketing System

- Ensure the efficient and effective operation of Play to the Crowd's Box Office including managing the hardware interfaces with computers, screens and ticket printers as well as operating in accordance with policies and procedures, GDPR regulations, fundraising code of practice and Safeguarding best practice
- Working with the Digital Experience Manager and Communications and Development Director, to ensure that we fully exploit the potential the Spektrix system can deliver for the charity
- Ensure that the Box Office team works efficiently, responding to customer queries in a clear and concise way and maximises sales
- Manage set up of performances, goods and offers within the Spektrix system
- Work with the Finance Manager to ensure prompt and accurate reconciliation of shows and provide additional accounting reports as required
- Ensure banking is correct and Theatre Tokens are reconciled
- Utilise all resources available from Spektrix effectively, attend regular Spektrix training, connect with other venues to learn from others' best practice and to ensure we are maximising all opportunities

## Staff Management and Administration

- Line manage the Box Office Supervisor and casual Assistants, carrying out annual development reviews and recommend development opportunities or training where appropriate
- Prepare staff rotas and holidays and respond to sick leave cover and emergency staffing issues
- Submit weekly timesheets for the casual Assistants to the Accounts team
- Train new staff and ensure existing staff are adequately trained on Spektrix
- Ensure that all procedures and staff comply with GDPR

“Play to the Crowd offers glorious theatrical opportunities and experiences that enrich us all.”



# What you will do

## Sales and Audience Development

- Help to ensure all Box Office, Front of House and Bar staff and volunteers are fully briefed on all Play to the Crowd's activities and opportunities
- Manage key external relationships with group and school bookers, ensuring timely, warm communications and prompt payment
- Work with colleagues to develop and implement a group booking strategy
- Research, identify and develop new group bookers and establish a relationship with them to develop more regular attendance
- Deliver tours and familiarisation visits as part of the group sales strategy
- Work with the wider team to improve engagement with local schools to support sales, programming and engagement
- Increase our ticket agency income by actively promoting this service to other presenters / venues, and manage relationships and the Box Office presence at these events
- Work with colleagues to generate revenue through upselling hospitality and merchandise packages

## Fundraising

- Maintain excellent knowledge of the charity's Membership scheme and fundraising opportunities, proactively encouraging donations and Membership purchases
- Support the Fundraising Manager in developing relationships with our Members and increasing their engagement with the charity
- Work with the Box Office team to ensure they hit fundraised income and membership targets
- Ensure gift aid declarations are collected where applicable
- Actively promote Play to the Crowd as a charity to customers



# What you will do

## Access and Audience Experience

- Work with the wider team to ensure that we are as accessible and welcoming as possible, both as a building, on the streets and online
- Support the visiting companies as well as our own panto's accessible performances, running Touch Tours when applicable
- Manage the relationship with our freelance BSL interpreter and Audio Describer for our pantomime
- Actively engage with the Play to the Crowd's customers and constantly seek to improve the level of customer service at every point in the customer journey
- Monitor post show feedback
- Report feedback – both positive and negative – to the Communications and Development Director and relevant team manager, to help Play to the Crowd improve service, systems and offer

## General

- Champion the organisation's values and brand and adhere to organisational policies and procedures
- Act as an advocate for the organisation
- Work with the Senior Leadership Team to identify relevant development projects for your areas of work and lead these projects to completion
- Be prepared to be flexible and work across the organisation where necessary to support other areas of work or colleagues when required by the needs of the business. This may include acting as Duty Manager in the building at times
- Carry out all tasks in accordance with best practice and organisational action plans in respect of diversity and disability equality
- Attend internal and external meetings, participate in training and other forms of staff development and be available to work evenings, weekends and bank holidays when necessary
- To act as a dedicated first aider and fire marshal



“We love the cultural richness brought to Winchester from Play to the Crowd. Long may it continue”



# What you will bring

## Knowledge, experience and skills

### Essential

- Excellent written and oral communication skills
- Experience of managing staff
- Able to work flexible hours including evenings and weekends
- Good organisational skills with the ability to prioritise
- Excellent attention to detail
- Clear and friendly manner
- Experience of working in a customer facing role
- Willingness to learn
- Strong sales skills
- Ability to work under pressure
- Ability to analyse data
- Experience of group sales
- Strong numeracy skills
- Flexible with a can do attitude and approach
- Cash handling skills

### Desirable

- Experience working within an arts venue
- Experience of working with a ticketing system (ideally Spektrix)
- Knowledge of GDPR
- Understanding of Sales, Marketing and Fundraising principles
- Understanding of Access requirements within in venue

### Personal Qualities

- Passion for the arts
- Imagination and creativity
- Confidence in working with a diverse range of people
- Initiative
- Team player
- Honesty and integrity





# Job details

**Job title:** Box Office and Data Insights Manager

**Reports to:** Communications and Development Director

**Direct Reports:** Box Office Supervisor, Box Office casual Assistants

**Contract:** Permanent, full-time

**Salary:** £28,950 rising to £32,754 depending on length of service

**Hours:** 36 hours per week

**Location:** Theatre Royal Winchester

**Holiday:** 25 days annual holiday plus bank holidays, increasing by 1 day a year up to 30 days plus bank holidays (pro-rata for part-time employees)

## Benefits:

- Contributory pension
- Employee Assistance Programme
- Access to complimentary theatre tickets
- Free membership of Play to the Crowd
- Bar discounts

# How to apply

Please download an application form from [playtothecrowd.co.uk/jobs](https://playtothecrowd.co.uk/jobs)

If you want to know more or for an informal chat about the role please contact [kirstie@playtothecrowd.co.uk](mailto:kirstie@playtothecrowd.co.uk)

In addition to a commitment to the values, aims and objectives of Play to the Crowd, candidates should be able to show clear evidence of how their knowledge/skills/experiences match the Person Specification and support delivery of the Job Description in their application.

Play to the Crowd is an equal opportunities employer and welcomes applications from people from the widest possible diversity of backgrounds, cultures and experiences.



# About us

Play to the Crowd is an arts and education charity which consists of:

- **Theatre Royal Winchester**, our lovely 400 seat heritage theatre with a busy, diverse programme and our own annual pantomime production.
- **Hat Fair**, our famous International Outdoor Arts Festival.
- A year round programme of creative learning, participation, community projects and youth work including **Playmakers Youth Theatre**.

The charity also has a wholly owned trading subsidiary called – wait for it – Trade to the Crowd!

We are proud to connect with over 150,000 people each year and turnover approximately £2m a year of which over 90% is earned or fundraised income.

## Our vision and identity

We believe in a world where **Communities are Delighted and United** through live performance and participation.

We put **culture, learning, joy** and **community** at the heart of all our work. We run both a beautiful heritage venue, **Theatre Royal Winchester**, and the internationally recognised Outdoor Arts Festival, **Hat Fair**.

## Our values

- **Inclusive** – we believe in collaboration and equitable access to the arts for all
- **Passionate** – we are passionate about and ambitious for the positive impact our work has on people's lives
- **Kind** – we foster kindness for each other, our environment and the diverse communities with whom we work

## Our mission

To **Delight and Unite Communities** through the power of live performance and participation by:

- **Celebrating** the joy that excellent creative performance experiences offer
- **Connecting** people together to improve community cohesion and reduce loneliness
- **Improving** mental wellbeing and fostering happiness
- **Nurturing** talent and offering opportunity





# Our personality

**PLAY  
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Winchester

## **Friendly**

Warm, relaxed,  
relationship-building, ready  
to have fun along the way.

## **Bold**

Getting out there,  
getting involved, standing  
up for what's right.

## **Collabrative**

Always open to working  
together, listening and  
acting respectfully.

**incorporating**

**THEATRE  
ROYAL  
WINCHESTER**

**HAT  
FAIR**

**PLAYMAKERS**

## **Approachable**

Expansive, amiable,  
inviting all-comers, the  
opposite of elitist

## **Cheeky**

A little bit naughty yet  
always nice, full of life  
and gentle irreverence

## **Playful**

A provider of fun and  
frolic, we believe in play.

## **Vibrant**

Buzzing, alive, colourful;  
full of interest, excitement  
and enthusiasm

## **Expressive**

Unselfconscious,  
creative, committed and  
always captivating

## **Curious**

Our creativity will be  
invitational, intriguing and  
inquisitive

## **Sociable**

Meeting people and  
making them happy,  
one-on-one or whole  
crowds

## **Intriguing**

Mystery and excitement  
that draws people in,  
often new, always original

## **Open**

Our practice will be  
transparent, accessible  
and shared.

“The team were so warm,  
friendly and first rate. They  
made the day so easy”





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