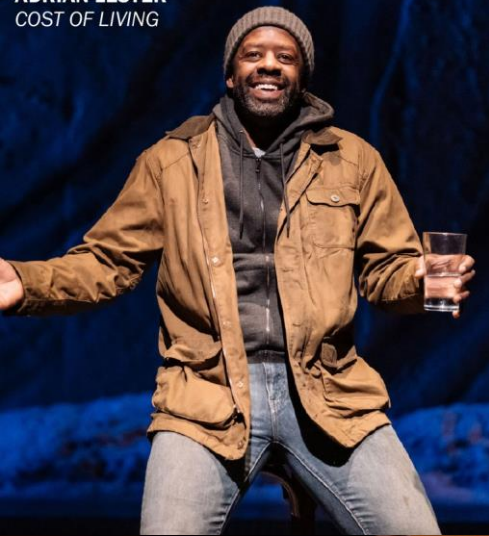




JOB PACK HEAD OF TICKETING AND SALES



ADRIAN LESTER
COST OF LIVING



TAMSIN GREIG
PEGGY FOR YOU



MAISIE WILLIAMS
& ZACH WYATT
I AND YOU



DANNY SAPANI
& TIFFANY GRAY
BETWEEN RIVERSIDE AND CRAZY



JOB PACK HEAD OF TICKETING AND SALES

OUR MISSION

Welcome to Hampstead Theatre where we champion the original, presenting world-class work on two ever-transforming stages. Since its earliest incarnation in a simple hut over 60 years ago, Hampstead Theatre has always attracted outstanding talent, from Harold Pinter, Mike Leigh and Tom Stoppard to Nina Raine, Roy Williams and Beth Steel - innovators and original thinkers, every one.

As one of London's leading producing theatres we showcase the very best of what's new; taking pride in the premiere of an astonishing debut, an inventive reimagining of an existing work, or an enthralled first-time audience member. We present plays that are ingenious, surprising and accessible.

Our state-of-the-art home is in North West London, offering West End production values – but with tickets at a fraction of the cost. We believe in thought-provoking stories that are intelligently told, leaving audiences entertained and exhilarated. We're passionate about our work, and we can't wait to share it with you.

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.

DISABILITY CONFIDENT EMPLOYER

All d/Deaf and/or disabled candidates who demonstrate they meet the essential criteria in the person specification will be invited for interview.

If you require this job pack in another format (eg large print, audio), please email jobs@hampsteadtheatre.com.

If this application process is not appropriate for you due to your access needs, please contact us to discuss an alternative approach by emailing jobs@hampsteadtheatre.com.



IMELDA STAUNTON
GOOD PEOPLE



SIMON RUSSELL BEALE
MR FOOTE'S OTHER LEG



RAY FEARON
& CLARENCE SMITH
THE FIRM



MYANNA BURING
ANTHROPOLOGY



HOW TO APPLY

The application deadline is **midday on Thursday 12 December 2024.**

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/4jN7rap0W3>

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

3) Complete the personal characteristics form:
<https://forms.office.com/e/qrJPv4YCgS>

JOB DESCRIPTION

Job title:
HEAD OF TICKETING AND SALES

Reports to:
DIRECTOR OF MARKETING AND COMMUNICATIONS

Responsible for:
DEPUTY HEAD OF TICKETING AND SALES, TICKETING ASSISTANTS

At Hampstead Theatre, we champion the original, presenting world-class work on two ever-transforming stages. We present plays that are ingenious, surprising and accessible. We believe in thought-provoking stories that are intelligently told, leaving audiences entertained and exhilarated.

The Head of Ticketing and Sales 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.

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



**CAST OF
ROCK 'N' ROLL**
**EMILIA FOX
& THEO JAMES
SEX WITH STRANGERS**



**SHARON D. CLARKE
CAROLINE, OR CHANGE**



**ROBERT LINDSAY
PRISM**



- 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 Deputy Head of Ticketing and Sales and Ticketing Assistants, providing leadership, pastoral care and strategic problem-solving for daily ticketing operations
- Oversee the training of Ticketing 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

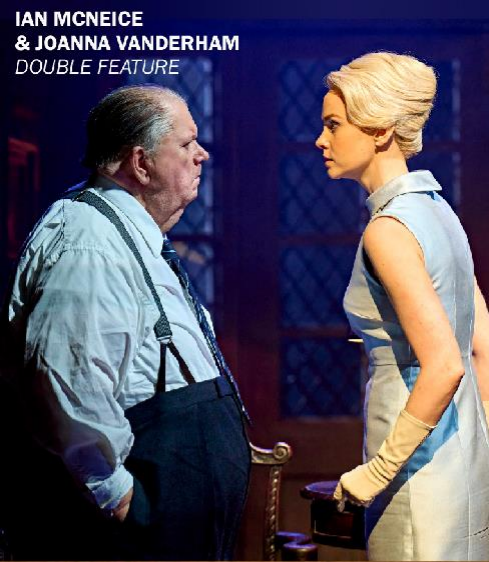
Digital Systems Management (including Tessitura)

- 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
- 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

Work with the Director of Marketing and Communications to:

- 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
- 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



IAN MCNEICE
& JOANNA VANDERHAM
DOUBLE FEATURE



BAYO GBADAMOSI
& COLIN MORGAN
GLORIA



ALEX AUSTIN
& REBECCA HUMPHRIES
BLACKOUT SONGS



RACHAEL STIRLING
THE DIVINE MRS S

Organisational Support, Insight and Reporting

- Provide data-driven business intelligence 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 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, 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 Diversity, Health & Safety, Environmental Sustainability, GDPR 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.



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.



TERMS & CONDITIONS

Salary: c. £40,000 p.a depending on experience.

Hours: This is a full-time position. A normal working week consists of 35 hours. Due to the nature of the role, the Head of Ticketing and Sales will be expected to manage their hours across the week, Monday to Saturday, to best meet the Theatre's operational needs. Accordingly, regular evening and weekend work will be required in order to fulfil the functions of the role.

Holiday: Generous holiday allowance of 25 days plus Public Holidays.

Notice: One week during three-month probationary period, eight weeks after probation is passed.

Other benefits:

- Interest-free season-ticket travel loans.
- Complimentary tickets for performances.
- After 13 weeks' service, you will be automatically enrolled in our NOW: Pensions scheme which includes an employer's contribution of 3% on qualifying earnings (where the employee also contributes at least 5% on qualifying earnings).
- Enhanced maternity leave, paternity leave and sick pay.
- Stress counselling helpline.
- 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/>