



Position Specification: Ticketing & Sales Manager

Ambassador Theatre Group

Private and Confidential

Ticketing & Sales Manager: All Regional theatres

The Role

Reporting to the Theatre Manager, the Ticketing & Sales Manager has lead responsibility for the theatre's ticketing at a venue level – for staff, for managing the ticketing system specifically and for ensuring that the audience receive the best service that they can.

The focus of the role is on selling as many tickets, memberships, packages, and other ancillary products as possible combined with the best customer experience. The candidate will need to motivate, train, support and rota the team to similarly sell and cross-sell and they must embrace change and enable their team to do the same. They will need to meet sales targets within prescribed budgetary constraints, must have excellent technological skills and should relish the opportunities technology can provide to optimise sales and customer experience.

They must lead by example, exemplifying the best of the 'Ambassador' in the ATG brand by being pleasant and collaborative in their approach to their day-to-day work, liaising and communicating effectively with members of the audience and key stakeholders such as Marketing and Revenue Management; Ticketing Operations, Memberships and Creative Learning internally, as well as Producers externally in order to achieve the goal of maximising sales and minimising costs.

Role Specifics

Reporting to: Theatre Manager

Responsible for: the Deputy Ticketing & Sales Manager and a team of Sales Assistants (Casual)

Optimising Sales & Revenue

- 1 To sell and cross-sell tickets, memberships & retail products in accordance with ATG Company and Venue guidelines and to meet sales targets within any prescribed budgetary constraints.
- 2 To liaise with Marketing and Revenue Management on the careful and proactive management of inventory to maximise sales including 'dynamic pricing' of seats on the system. To proactively support any current revenue management initiatives and to create, advocate for and enact any revenue management ideas as agreed.
- 3 Optimise the sales of PP seats and ensure Ambassador Lounge seat packages are sold at maximum price and volume with regular reporting maintained.
- 4 Demonstrably support marketing campaigns through sales initiatives, providing regular ideas and communication to the Marketing department.
- 5 Support the development and successful implementation of new technologies by central Ticketing and IT teams.
- 6 Take responsibility for, and lead, discussions with central colleagues and promoters on sightline issues and seating implications.

People

- 1 To ensure adequate staff cover at all times, creating and monitoring the most effective weekly staffing rota and ensuring levels are managed within budget.
- 2 Ensure that the Venue Ticketing & Sales Team is trained, proficient and knowledgeable in:
 - 2.1 Customer Service from the beginning of the customer transaction to the end
 - 2.2 Health and Safety
 - 2.3 Current sales technology and any successive IT to maximise sales
 - 2.4 Access membership scheme and requirements of access performances
 - 2.5 Data protection
 - 2.6 Company and Venue policies
- 3 Manage staff issues as they arise including performance management & disciplinaries.
- 4 Act as Manager to and support the Deputy Ticketing & Sales Manager(s).
- 5 Provide the adequate training to ensure that the Sales Team are trained and knowledgeable.
- 6 Continually motivate and provide leadership to the team to develop – and the Manager's own skills and personal development.
- 7 Aid Deputy Ticketing & Sales Manager(s) & Sales Assistants in resolving any customer service problems.
- 8 Should the need occur, to act as Manager on site in the absence of the General Manager / Theatre Director, their Deputy or the Customer Experience Manager.

Information & Communications

- 1 Provide financial reports and sales analysis on request to internal/external personnel to help inform business strategy.
- 2 Complete the relevant accountancy procedures, including recording daily Box Office takings and dealing with discrepancies as required.
- 3 Communicate at a high level with Producers, their agents, Venue Management, Marketing, Customers, central Ticketing & Revenue Management teams.

Policy / Law

- 1 Comply with all legal requirements of the Data Protection Act.
- 2 Adhere to Health & Safety procedures to minimise the risk of injury and accidents.
- 3 Attend HOD and sales meetings as required.
- 4 Adhere to ATG IT policy.
- 5 Understand access issues and anti-discrimination legislation and implement correct practices when serving access patrons.

Candidate Profile

The candidate must have the ability to work with anybody and everybody to ensure that the customer experience from beginning to end is seamless. Ideally the candidate will have experience in a similar environment.

Key skills and behaviours required for this role is the ability to:

- Motivate and self-motivate – encouraging and supporting the Venue’s Ticketing & Sales team in collaborative working and new thinking to achieve commercial success.
- Learn and teach – to ensure that the Venue’s Ticketing & Sales team has the correct information to do their job, is resourceful and has the right attention to detail, ensuring that you can also demonstrate your commitment to learning.
- Communicate with anybody and everybody in a way that is appropriate to them and encourage others to do the same.
- Change and develop and encourage others to do so.
- Anticipate any issues and to think of problems as solutions.
- Be accountable – for yourself and for others – in behaviours and target expectations.
- Be calm and polite and respectful in all situations.

Application: For further information or to make an application please follow the instruction on our recruitment portal

Ambassador Theatre Group

The Ambassador Theatre Group (ATG) is an extraordinary success story. Founded in 1992, ATG is now the world’s number one live-theatre company with nearly 50 venues around the world, including in the United Kingdom and the United States. ATG operates an integrated model across all key areas of the value chain – content production, venue management, and ticketing.

In 2013, ATG sold a majority share in the company to Providence Equity Partners (PEP). With PEP’s backing, ATG continues to make its mark globally with ambitious plans for growth in Europe, North America, and Asia-Pacific. Since 2010, ATG has more than doubled profits from £17m to £36m EBITDA.

In 2016, Mark Cornell (former CEO of Krug Champagne, former President & CEO of Moët Hennessy US, and former Managing Director of Sotheby’s Europe), joined ATG as the CEO. Under Mark’s guidance, the business has placed an emphasis on improving the customer experience from ticketing to the theatre, strengthening relationships with producers, bolstering the internal operations, and delivering bottom line results.

Content Production

ATG is an award winning, internationally recognised producer with over 50 Tony and Olivier awards, whilst maintaining strong relationships with 3rd party producers. Dynamism, creativity and quality are at the heart of everything the company produces and ATG has worked with some of the brightest lights from film and television in the theatrical world.

Recent ATG productions in the UK include *Buried Child* starring Ed Harris, *The Spoils* starring Jesse Eisenberg, and *The Ruling Class* starring James McAvoy. Recent ATG productions on Broadway include *Sunday in the Park with George*, starring Jake Gyllenhaal and Annaleigh Ashford at the newly restored Hudson Theatre. Award-winning producer Sonia Friedman OBE is a group partner and Sonia Friedman Productions (SFP) has recently produced the critically-acclaimed *Harry Potter and the Cursed Child*.

Venue Management

ATG's portfolio of historic West End theatres includes the Apollo Victoria, Duke of York's, Fortune, Harold Pinter, Lyceum, Phoenix, Piccadilly, Playhouse, and the Savoy. Across the UK, ATG has regional theatres in major cities such as Birmingham, Bristol, Edinburgh, Glasgow, Liverpool, Manchester, Milton Keynes, and Sunderland.

In the US, ATG operates 3 theatres in New York (including 2 on Broadway) and a number of other theatres in major cities. In Europe, ATG owns BB Group – an award-winning leading producer of premium musicals, ballet, and live music. ATG also tours extensively throughout the Asia Pacific region and currently maintains a Heads of Terms agreement with the Theatre Royal, Sydney.

Ticketing

ATG is the largest theatre ticket issuer in the UK, with a database of over 7 million UK households and issuing 11 million tickets annually. ATG successfully launched its ticketing operations in the United States this past December 2016 with the on-sale for *Sunday in the Park for George* at the historic Hudson Theatre on Broadway. ATG's online ticketing website www.atgtickets.com attracts 20 million unique visitors annually. Additionally, ATG runs Theatre Card, the world's largest theatre paid-for Membership Scheme with over 100k members.