



Sales & Box Office Manager



School Girls: Or the African Mean Girls Play
Photo by Manuel Harlan



Accidental Death of An Anarchist
Photo by Helen Murray



Iphigenia in Splott
Photo by Jennifer McCord

We are the Lyric Hammersmith Theatre. We are the civic and creative heart of West London. We believe that everyone deserves to experience the life changing impact of theatre.

In our big, beautiful theatre, we tell stories that matter and work with exceptional talent to make ambitious, entertaining, inspiring shows for our audience in West London and beyond.

We remove barriers to engagement and ensure young people have the opportunity to discover the power of their creativity, shaping the future of British theatre.

We are inclusive, forward looking and unafraid of change – we are proud of our history and ambitious for our future. A local theatre with a national impact.

LYRIC VALUES

Work with integrity and respect

We support each other with kindness, openness and integrity. Together we celebrate our achievements and work collaboratively through our challenges.

Every day we learn and grow

We continue to ask questions, seek answers and share our learning with each other for the benefit of the Lyric.

Be ambitious and action-focused

We believe in excellence; we have a can do attitude, go the extra mile and ensure our ideas become actions.

Serve our West London community

We are here for the people of West London, every decision we make and action we take should benefit our community.

HOW TO APPLY

To apply for the post, please:

- Complete an **application form** in type or black ink. Use the Supporting Information section on the form to explain why you are interested in this role and how your experience and skills match the person specification.
- Return the **application form** by email to jobs@lyric.co.uk and complete an **online equal opportunities monitoring form**: <https://lyric.co.uk/equal-opportunities-form/>
- Do not submit CVs, as these are not accepted.

The deadline for receipt of completed applications is **12pm on Monday 31 March 2025**. First interviews will be held the week of 07 April.

If you would like to submit your application in another format or require this information pack in a different font or format, we would be happy to accommodate this. Please contact the Administration & HR Team on 020 8741 6822 option 2 or jobs@lyric.co.uk to discuss a suitable alternative. (Between 10:00am – 5:00pm, Monday– Friday)

DESCRIPTION FOR THE POST OF SALES & BOX OFFICE MANAGER

Responsible to:	Director of Communications & Sales
Contract:	Full-time, permanent role
Salary:	£32,000 per annum
Hours/Days:	<p>The Lyric works to a flexible start/end of day, with the majority of the post-holder's hours expected to be worked between 9am and 7pm Monday to Friday. Due to the nature of the Lyric's work the post-holder may be required to do some evening and weekend work to fulfil the requirements of the role.</p> <p>The Lyric has a House Agreement that details our approach to working hours for all staff.</p>
House Agreement Type:	Office Agreement
Holiday:	30 days per annum, including Bank Holidays with an additional day added for each year of service up to a maximum of 35 days
Notice period:	Three months
Probationary period:	Six months
Pension:	3% pension contribution after qualifying period

Other benefits include: Season ticket loan, Cycle to Work Scheme, Employee Assistance Programme, Work from Home Policy, Long service awards, Staff Ticket Scheme including complimentary and discounted theatre tickets, and staff catering discounts

DEPARTMENT INFORMATION

The Communications & Sales team is led by the Director of Communications and Sales and comprises of:

- Director of Communications and Sales
- Head of Campaigns
- Marketing Manager
- Sales & Box Office Manager (this role)
- Press and Marketing Assistant
- Box Office Assistant (two part-time posts, report to Sales & Box Office Manager)
- Box Office Assistant (casual staff, report to Sales & Box Office Manager)

MAIN PURPOSE OF POSITION

The role of the Sales & Box Office Manager is a key position within the Lyric's Communications and Sales Team, responsible for the running of the Lyric's box office, ensuring excellent customer service, maximizing revenue across all areas and providing audience insight.

Leading the box office team, the Sales & Box Office Manager is responsible for motivating the team in meeting income targets across all areas including ticket sales, fundraising and commercial. Ensuring the team provide a seamless and exceptional customer service for all customers. In addition the role is responsible for audience insight data, providing regular reporting to feed into strategies across the organisation. The Sales & Box Office Manager reports to the Lyric's Director of Communications and Sales and line manages two part-time Box Office Assistants, and casual Box Office Assistants. In addition they work closely with Producers, Finance, Commercial, Young People's and Development departments.

PRINCIPAL DUTIES

Team & Systems Management

- To manage the day-to-day running of the Box Office
- To prepare the weekly rota, to ensure appropriate staffing levels are maintained at all times and that the rota is managed within budget, varying staffing levels to take account of quiet and busy periods
- To cover Box Office shifts as required to fulfil the rota
- To develop procedures to ensure that the Box Office team is kept fully up-to-date with show, company and sales information
- To regularly review the Box Office ticketing policies, access policy and concessions policy
- To ensure all Box Office policies are adhered to by the Box Office team, including but not limited to health and safety, workplace assessment, and building evacuation procedures.

- To regularly update the Box Office phone system with relevant messaging and timing
- To work with the Director of Communications & Sales and wider Senior Management to ensure that the Box Office Disaster Recovery processes are robust and that all Box Office staff are trained in their implementation
- To prepare timesheets for all Box Office Assistants and meet Finance department deadlines for weekly payroll processes
- To be responsible for the recruitment, induction and appraisals of all Box Office team
- Provide regular training sessions for the Box Office team

Maximising Sales & Revenue

- To ensure that all customer-focused fundraising campaigns are being promoted by all Box Office staff and that every opportunity to fundraise is maximised
- To ensure that all auxiliary items e.g. programmes, merchandise, meal deals etc. are being promoted by the Box Office team and that every opportunity to maximise income is taken
- To promote upselling and cross-selling of all auxiliary items both online and in person via the Box Office team

Performance Set-up and Ticket Sales

- To set up all shows, events, and classes accurately on the Lyric's ticketing system, Spektrix, for the sale of tickets both in person and online and to work with the appropriate departments to develop informative and timely processes to enable effective turnaround
- To ensure the accurate processing of Free First Night tickets and ticket allocations, plus company, staff and complimentary tickets on Spektrix
- To liaise with ticket agents and manage agency ticketing set-up, sales and invoicing
- To effectively manage pricing, discounts, concessions and ticket allocations in line with company policy to maximise ticket yield and audience development targets
- Through data analysis, identify and maximise potential sales opportunities, with the support of the wider Communications & Sales team
- To ensure that the Box Office team is aware and informed of marketing and sales targets, promotions and special offers and other marketing and development initiatives
- To ensure Access and Schools performances are administered effectively

Audience Insight and Reporting

- With the Director of Communications & Sales track audience development targets and KPIs in line with the Lyric's audience development plan
- To be the main source of information on the Lyric's current and potential audiences, using data to continually review and evidence audience needs
- Present research findings in meetings as necessary, in a manner which is accessible, clear and compelling
- To provide members of the Senior Management Team, Commercial, Young People's and Producing departments with daily/weekly sales and analysis reports to help better inform targets, sales patterns and sales comparisons

- To provide partners, visiting companies and co-producers with daily/weekly sales and analysis reports as required
- To provide regular audience data and sales analysis to help inform marketing campaign planning, strategies and the Lyric's business planning
- To provide data and sales reporting for funder reports

Customer Service

- To deliver the highest standard of customer service
- To work with wider teams to develop organisation-wide customer service policies, liaising with other departments where necessary
- To respond to customer service enquiries in line with the Lyric's customer service policies
- To work with the Director of Communications & Sales and all Box Office staff to adhere to the customer service, Health and Safety and Safeguarding policies to ensure that they are carried out to a consistently high standard
- To work with the Director of Communications & Sales to ensure that all staff share the same aspiration to provide the highest standards of customer service through ongoing training, monitoring and evaluation
- To work with the rest of the Communication & Sales team and the Young Lyric team to ensure the accurate delivery of newsletters and opportunities to the database of contacts via Spektrix

Box Office Infrastructure

- To administer and manage the Lyric's Spektrix ticketing system, in line with company policy and 'best practice' procedures
- To be the Lyric's day-to-day point of contact with Spektrix
- To ensure regular maintenance and service of all equipment in the Box Office including but not restricted to ticket printers and PDQs
- To be the Lyric's main point of contact for the box office system's credit card provider
- To ensure the accurate and secure capture of customer data on Spektrix
- To be familiar with latest Data Protection legislation and ensure that the company always operates in line with its license
- To be proactively aware of the latest developments in ticketing technology and to advise senior management in how they could help the Lyric meet its business and green objectives

Administration & Finance

- To produce sales and audience figures for other organisations such as SOLT and UK Theatre
- To liaise with incoming companies, hirers and venues regarding ticket sales and ticket set-up where appropriate
- To liaise with the Finance team regarding coding, agency invoicing, schools' payments etc.
- To keep an accurate record of ticket stock and supplies required by the Box Office, ordering as required
- To establish and maintain relationships with external sales agency partners, providing set up and administration support for upcoming events, and to process invoices and payments for finished shows

- To manage the Box Office budget, ensuring Spektrix, sales agency partner, and group booking invoices are paid in a timely manner

GENERAL DUTIES

- Contributing to all areas of the Communications & Sales department as necessary, taking on specific projects with respect to the development of the department
- Regularly attend Lyric Hammersmith Theatre shows and projects including press nights, Young Lyric and development events.
- Attending internal and external meetings as required.
- To adhere to the Lyric's Equality, Diversity and Inclusion Policy, Anti-Racism Strategy, Health & Safety Policy and any other policies or plans the Lyric may introduce in the future.
- Work at all times in accordance with the Lyric's Environmental Sustainability and Action Plan and proactively develop and encourage environmentally sustainable practice.
- To take an active role in your continuing professional development, identifying relevant training and professional development opportunities
- To act always in the best interests of the Lyric Hammersmith Theatre
- To undertake any other duties as agreed with the Director of Communications & Sales as is appropriate to the post

This job description is a guide to the nature of the work required of this role. It is not wholly comprehensive or restrictive and may be reviewed as required.

PERSON SPECIFICATION

Essential Criteria

- Significant experience of tickets sales and leading a box office
- Experience of managing a team
- The ability to work with a range of people with sensitivity and respect
- Experience of dealing with members of the public in a customer focused environment
- Experience of working with ticketing system(s), particularly Spektrix in an administrator's capacity
- Experience of setting up shows for sale on a ticketing system, particularly Spektrix
- Ability to analyse and interpret data, extract relevant insight and communicate it clearly
- Experience of producing data analysis and sales reporting to support an organisation's business objectives
- Good degree of numeracy
- Experience of reconciliation and banking procedures
- Excellent communication skills
- Knowledge and understanding of the arts, data protection law and audience insight

Desirable Criteria

- Experience of working with ticket agents

- Experience of working in a producing theatre
- Experience of using staff rota system such as PARiM
- Experience of using Artifax event and management software

EQUALITY & DIVERSITY

The Lyric values and promotes diversity and is committed to equality and opportunity for all. We are working actively to be an anti-racist organisation. Everyone who works with us is required to comply with and actively promote our Equality, Diversity and Inclusion Policy, and no job applicant or member of our workforce will receive less favourable treatment on the grounds of age, disability, gender, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, sexual orientation, class or socio-economic background, trade union activity or political activity or opinion.

The Lyric Hammersmith Theatre has made a commitment that all applicants with disabilities who meet the essential criteria for this job will be invited to interview. We may use positive action, in cases where candidates are equally qualified, to increase the employment of under-represented groups at the Lyric.

The Lyric Hammersmith Theatre is proud to be a Disability Confident Committed Employer and supports parents and carers working in theatre.

APPOINTMENTS

All appointments are made subject to satisfactory references, proof of eligibility to work in the UK and are subject to an enhanced or standard Disclosure and Barring Service (DBS) disclosure.

LYRIC CONTACT DETAILS

If you have any questions about this role, you can contact the Lyric's Administration & HR Team on 020 8741 6822 option 2 or jobs@lyric.co.uk. (Between 10:00am – 5:00pm, Monday-Friday)

We look forward to receiving your application.