

# Northamptonshire Arts Management Trust

## Job Description

**Department:**

**Sales**

**Job Title:**

**Sales & Revenue Manager**

**Responsible to:**

**Marketing & Sales & Development Director**

**Responsible For:**

**Line Manager for Deputy Sales and Revenue Manager and CRM Systems Manager.  
Indirect responsibility for Sales Supervisors, Group Sales Co-ordinator, Sales & Promotions Officer, Sales Advisors and Sales, Data & Revenue Assistant.**

**Job Purpose:**

- To formulate and implement a planned sales and revenue management strategy for Royal & Derngate and The Core at Corby Cube.
- To play a leading role in the organisations' strategic planning initiatives as they relate to audience intelligence and customer relationship management.
- To support the Marketing, Sales & Development Director by providing key campaign design support, particularly for visiting Royal & Derngate commercial shows.
- To implement and diversify commercial opportunities to the wider sector providing additional income streams to Royal & Derngate and The Core at Corby Cube.

**Key Task Areas:**

- To manage all aspects of the ticket sales operation for Royal & Derngate, The Core at Corby Cube and Northampton Filmhouse.
- To monitor and improve the operational efficiency of the Box Office, to increase revenue and deliver excellent customer service.
- To play a pivotal role in shaping the organisation's approach to loyalty and demand management strategies, including providing the key liaison point with external consultants as required.
- To ensure that individual show campaigns are informed by the overarching aims of the organisation, and monitor their success
- To support the Strategic Management Team to use audience intelligence in strategy development.
- To collaborate closely with the Marketing & Development Manager (Corby) and Head of Marketing (Northampton) to ensure strategic and operational synergy.
- To manage and enhance online sales to ensure all customer touchpoints are optimised.
- To prospect and project manage third-party Box Office revenue opportunities.

**Task Areas:**

- With the Marketing, Sales & Development Director, and Marketing & Development Manager (Corby), to develop a comprehensive picture of the venues' existing and potential audiences, ensuring effective development of the Trusts ticketing system ensuring audience data is recorded, monitored and maintained.
- To lead and manage the Sales Team by establishing excellent ongoing working relationships with the team via efficient and cost-effective recruitment, training and communication.
- To manage the CRM Systems Manager to provide data to drive improved

# Northamptonshire Arts Management Trust

## Job Description

organisational decision making.

- To provide insight and support to the Programming Team and Marketing, Sales & Development Director to monitor sales performance and set pricing levels for our visiting and produced programmes.
- To oversee the management of customer feedback channels as they relate to ticketing, working with the Development Manager/Head of Marketing to agree strategies for social media and websites.
- With the CRM Systems Manager, to oversee Tessitura's ticket sales integration with the venues' websites, ensuring Google Analytics 4 is reporting effectively to the Customer Data Platform.
- To be responsible for the upkeep of all customer data, ensuring a robust data strategy is in accordance with the latest best practices.
- With Marketing, Sales & Development Director and HR Data Protection lead, ensure that all users of data understand their roles and responsibilities in the management of data and comply with the General Data Protection Regulations (GDPR).
- To manage the Deputy Sales and Revenue Manager to oversee duty management cover and team rotas, appropriate cross-venue staffing and undertake occasional duty management shifts as required.
- To oversee the execution of all venues' membership schemes, liaising closely with the Development team to ensure excellent customer service.
- To support the Groups Supervisor in managing the venues' Group Sales activity, devising strategies and ensuring staff deployment to maximise sales from this important customer base.
- To work with the Sales Management Team to oversee relationships with ticket agents, promotional partners and other third party ticketing suppliers.
- To ensure that all ticket agency and third party ticketing supplier agreements follow best industry practice and relevant regulations, including GDPR.
- To explore the expansion of ticketing operations in the county with the intention of driving new revenue streams.
- To be responsible for the financial aspects of running the ticket sales operation; ensuring staffing budgets are adhered to, reconciling takings, returns and banking on a daily basis and carrying out company banking procedures.
- To work with ICT Manager to ensure system security and data integrity, and adhere to the business continuity and disaster recovery processes.
- To work with ICT Manager to ensure all technology utilised by Sales Team, including phone system, are fit for purpose and provide best customer experience.
- To ensure staff are trained on the use of Tessitura and that they are fully briefed on all relevant activities at all venues.

### **Additional Responsibilities**

- Promote and adhere to the organisation's culture and values.
- To be aware of, adhere to and implement any legislative requirements consistent with overall duties of this post with particular regard to Health and Safety policies and procedures, General Data Protection Regulations (GDPR) and Equality Act 2010.
- To undergo relevant training and development required by the Marketing, Sales & Development Director.
- To carry out any other tasks that will, from time to time be allocated by the Marketing, Sales and Development Director on an ad hoc or continuing basis, commensurate with the general level of responsibility of the post.

## Northamptonshire Arts Management Trust Person Specification

Essential	Desirable
<p><b><u>Experience</u></b></p> <ul style="list-style-type: none"> <li>• A thorough knowledge and understanding of ticketing/CRM (ideally Tessitura) and revenue management systems.</li> <li>• Extensive experience in a ticketing environment.</li> <li>• Experience of planning, managing and controlling budgets/targets.</li> <li>• Experience of implementing and monitoring a culture that delivers exceptional customer service.</li> <li>• Proven experience of leading, inspiring and motivating a team.</li> <li>• Experience of and enthusiasm for reaching new audiences.</li> </ul> <p><b><u>Knowledge/Qualifications</u></b></p> <ul style="list-style-type: none"> <li>• An understanding of and commitment to live theatre and entertainment.</li> <li>• An ability to identify opportunities for strategic business development, and to maximise all revenue opportunities.</li> <li>• An understanding of General Data Protection Regulations.</li> <li>• An understanding of current approaches to providing customer insight, data analysis and market research.</li> </ul> <p><b><u>Skills/Abilities</u></b></p> <ul style="list-style-type: none"> <li>• Computer literate and capable of understanding and interpreting dashboards and data.</li> <li>• Excellent communication and interpersonal skills, able to correspond with a variety of partners, promoters, stakeholders and colleagues.</li> <li>• An ability to work to agreed deadlines, resourceful in approach to time management.</li> <li>• An ability to priorities a high workload.</li> <li>• Exceptional attention to detail.</li> <li>• Confident decision maker.</li> </ul>	<p><b><u>Experience</u></b></p> <ul style="list-style-type: none"> <li>• Experience of managing interdepartmental relations</li> <li>• Project management experience.</li> <li>• Experience of leading teams through periods of organisational change.</li> </ul> <p><b><u>Knowledge/Qualifications</u></b></p> <ul style="list-style-type: none"> <li>• Knowledge and experience of providing a service to people with a wide range of access requirements.</li> <li>• Employment and HR matters.</li> <li>• Health and Safety.</li> </ul> <p><b><u>Skills/Abilities</u></b></p> <ul style="list-style-type: none"> <li>• Ability to write reports, strategic documents and policies and procedures.</li> <li>• Staff training and development skills.</li> <li>• Competent use of Google Analytics.</li> </ul>

## Northamptonshire Arts Management Trust Terms & Conditions

<b>Job Title</b>	<b>Sales &amp; Revenue Manager</b>
<b>Contract</b>	Full Time - Permanent position
<b>Salary</b>	£32,000 to £34,000 (DOE) per annum paid monthly on 20 <sup>th</sup> of each month.
<b>Hours of Work</b>	37 hours per week
<b>Work Location</b>	Royal & Derngate, 19-21 Guildhall Road, Northampton, NN1 1DP and The Core at Corby Cube, George Street, Corby, NN17 1QG.
<b>Holidays</b>	Holiday year April – March 31 days per annum (including 8 days statutory holiday) - pro-rata in 1st year 33 days per annum after 3 years continuous service 36 days per annum after 5 years continuous service
<b>Notice Period</b>	8 weeks (once completed probationary period)
<b>Subject to</b>	Satisfactory References  Probationary period – 6 months  Compliance with Immigration, Asylum and Nationality Act 2006 and the Immigration Act 2016
<b>Pension Scheme</b>	Contributory staff pension, 5% employee and 3% employer. NAMT pension scheme is provided by NOW pensions. NAMT will contribute after 3 months service
<b>Additional Benefits</b>	Free Employee Assistance Programme run by Health Assured Complimentary tickets available on selected shows throughout the year. 10% discount at our bars and theatre shop.