



## Audience and Sales Manager

**Responsible to: Artistic Director/CEO**

**Responsible for: Box Office Supervisor (p/t), 2 Box Office staff (p/t), Duty Officers/volunteers, marketing and fundraising freelancers/contractors (up to 3)**

(26K-28K pro rata, depending on experience). Normal working hours are 29.6 per week. Because of the variable pattern of activity this may vary from week to week, with lieu time being taken during the course of a year. There is no provision for overtime.

Holiday entitlement is 30 days per year (pro rata) rising to 35 days (pro rata) after 5 years of continuous service (inclusive of public holidays).

### Person Specification

We are seeking to appoint a dynamic specialist marketing professional with experience of or a keen interest in the arts and culture sector.

The successful applicant will have a strong background in marketing and sales, as well as experience of working in a customer-focused environment. They will have a key role in devising, developing and leading QHA's marketing strategies, working to income targets, ensuring the best possible customer experience and maximising the organisation's assets including private hire and retail sales.

The post holder will make a significant contribution to supporting Queen's Hall Arts in its position as a major arts organisation within Northumberland and the North East cultural sector. As the organisation's lead person on marketing and sales, the postholder will be an integral part of the Senior Management Team. They will manage the marketing function of the organisation including the Box Office team, freelance marketing roles and subcontractors, and will have overall responsibility for the organisation's volunteer workforce. They will also develop and lead on the audience development plan to support the strategic development of the organisation. The successful applicant will have entrepreneurial flair and be able to generate new ideas to support QHA. This is a varied and challenging role which will require excellent time management, accurate delivery and prioritisation skills.

### Essential Criteria for Applicants

Key competencies	Essential	Desirable	How evidenced (application, interview)
Knowledge		Marketing qualification.	Application and Interview

	<p>Familiarity with box office systems or CRMS.</p> <p>Strategic thinking informed by analysis of box office and customer data.</p> <p>Knowledge of Health and Safety standards and requirements</p>	<p>Familiarity with Spektrix box office system.</p>	
<p><b>Skills and Experience</b></p>	<p>Computer literate with a good knowledge of Microsoft Office, especially Excel.</p> <p>Experience of working in a marketing department.</p> <p>Experience of working in a sales/customer service environment.</p> <p>Experience of managing a small team.</p> <p>Experience of working alongside volunteers.</p> <p>Excellent written communication skills.</p> <p>Experience of preparing and presenting reports.</p> <p>Experience of interpreting data and using this to inform strategic planning.</p>	<p>Experience as lead on marketing in a cultural organisation.</p> <p>Experience of managing front of house staff and volunteers.</p> <p>Experience in managing cultural events.</p> <p>Experience of managing a marketing team</p> <p>Experience of managing freelance marketing and PR professionals.</p> <p>Experience of managing bar or retail sales.</p> <p>Previous experience in the cultural sector.</p> <p>Experience of managing fundraising freelancers.</p> <p>Experience in a Box Office team</p>	<p>Application and interview</p>
<p><b>Personal Qualities</b></p>	<p>Good interpersonal skills with the ability to communicate confidently at all levels.</p> <p>High level of accuracy and ability to concentrate in a busy office environment.</p>		<p>Interview</p>

	<p>Good time-management and an ability to prioritise tasks.</p> <p>Commitment to a high-quality customer service ethos.</p> <p>Creative, positive approach to planning and problem solving.</p> <p>Attention to detail.</p> <p>Completely trustworthy in handling confidential data and personal information.</p> <p>Able to work evenings, weekends as needed.</p>		
<b>Training and Qualifications</b>		<p>Management qualification.</p> <p>Marketing qualification.</p> <p>Customer service qualification.</p>	Application

### Key responsibilities

These key responsibilities are indicative of the role; however, these may change in line with the needs of the charity.

Areas of responsibility include:

- Contributing to Senior Management Team and leadership of the organisation
- Deputising for the Artistic Director/CEO in certain circumstances
- Leading on audience development through detailed understanding of QHA audiences
- Increasing revenue through ticket and retail sales, private hire and other sources
- To be a major factor in bringing new and retaining existing audiences at QHA
- Promoting and advocating for QHA locally, regionally, nationally and internationally
- Ensuring the best possible customer experience
- To lead on website development and sales opportunities
- To lead and advise on pricing for QHA productions and products
- Managing the operation of the Box Office
- Managing the Marketing, PR and Comms, Fundraising freelancers
- Development and management of QHA membership schemes
- Overarching responsibility for the volunteer and Front of House team
- Managing the delivery of excellent and lucrative bar services either in-house or through a third party

## General Duties

- Active participation in supporting QHA's cultural programme, including sharing on social media and attending key events.
- Flexible approach to work/task completion during peak periods, including supporting the delivery of events during busy times (normally not more than once per month)
- Engage in CPD and training as appropriate for the role
- Responsible for operating within the policy framework of Queen's Hall Arts