

Box Office Manager

(Full Time, Permanent)

www.queens-theatre.co.uk

Application Deadline: Wednesday, 14 May 2025 at 11 a.m.



Welcome

Queen's Theatre Hornchurch: where your talents find their stage.

Queen's Theatre Hornchurch (QTH) is the producing theatre serving Outer East London & South Essex, with a catchment area of 1 million+ people.

As a community hub, over 220,000 people enjoy the programme each year, including the best in home grown theatre, visiting live entertainment and inspiring community projects.

 We pride ourselves in being more than just a theatre, placing the local community at the heart of all we do. 

James Watson, Acting Chief Executive

Queen's Theatre Hornchurch aims to:

- Relentlessly prioritise addressing the under representation of those people QTH works with and serves, including an increasing focus on D/deaf & disabled artists and participants.
- Increasingly work in different ways off site to engage with new people, often hyper locally in underserved places.
- Ambitiously address environmental responsibility in the stories QTH tells and the ways and environment in which these are made and told.
- Place QTH firmly at the heart of cultural place making within its sub region through the international, national, regional and local partnerships it facilitates and engages in.
- Secure the future of the award winning 21st century producing theatre QTH has developed into during the last 5 years, through increased levels of public and private investment.

About the Role

Job Title: Box Office Manager

Reporting to: Director of Audiences and Development

Responsible for: Deputy Box Office Manager, Box Office Assistants

Salary: £33,967

Hours: 39 hours per week, including regular evening/weekend work in accordance with business needs.

Contract: Full time, permanent, subject to a 6-month probationary period.

Period of Notice: 3 months, after probation period.

Holiday: 20 days holiday pro-rata; rising to 25 days with length of service; plus, public holidays.

Location: Queen's Theatre Hornchurch



Purpose & Objectives

Purpose of the Role

The Box Office Manager will lead the Box Office team, ensuring a seamless and efficient ticketing operation that maximises sales and enhances audience experience.

The role plays a key part in driving revenue through proactive sales strategies, audience insights, and upselling opportunities. The Box Office Manager will take operational ownership of Spektrix, ensuring data integrity, reporting on booking trends, and supporting marketing initiatives to grow audiences and increase engagement.

They will work closely with the Marketing and Audiences team to implement pricing strategies, promotions, and customer retention initiatives, while ensuring the theatre's commitment to accessibility and inclusivity is embedded in ticketing operations.

Primary Objectives

- Ensure the smooth and efficient running of the Box Office through effective line-management of the Deputy Box Office Manager and Box Office Assistants.
- Provide excellent customer care at all times.
- Work with the Director of Audiences and Development to create a ticketing strategy and income forecasting, ensuring revenue opportunities are maximised.
- Work closely with the Marketing Manager to inform the development of effective ticket sales and fundraising campaigns, including the management of Queen's Angels and Theatre Club memberships.
- Use data analytics to identify trends, inform marketing strategies, and optimise audience engagement.
- Oversee the effective use of the Box Office CRM system (Spektrix), ensuring best practices in customer segmentation, reporting, and GDPR compliance.
- Be the lead Spektrix super user, managing event and performance setups, troubleshooting system issues, and maintaining strong vendor relationships.
- Develop and implement staff training programs to ensure the Box Office team is proficient in customer service, ticketing systems, and venue policies.

Main Responsibilities

Box Office Administration

- Oversee the day-to-day management of staffing and operations of the Box Office, including counter, phone, and online sales.
- Develop and maintain an efficient, proactive, and sales-driven Box Office team.
- Schedule staff rotas within staffing budgets whilst maintaining adequate cover.
- Line-manage and develop the performance of the Deputy Box Office Manager.
- Implement strategies to maximise revenue from group bookings, memberships, and donations.
- Lead regular team meetings and ensure the smooth flow of information between all Box Office staff and the wider organisation.
- Ensure seamless processing of customer queries, exchanges, and refunds, enhancing customer experience.
- Oversee RSVPs and guest lists for press nights, fundraising events, and special performances.
- Manage ticketing promotions, ensuring discounts and special offers are correctly set up and monitored.

Sales, Analytics & Audience Engagement

- Develop and oversee pricing strategies, discounts, and promotions in consultation with marketing and senior colleagues.
- Use audience data to generate reports, analyse booking trends, and identify areas for growth.
- Monitor sales performance across all channels and provide insights to inform programming and marketing decisions.
- Capture and maintain audience data to ensure compliance with GDPR regulations and enhance targeted marketing campaigns.
- Work with marketing to create audience segmentation strategies within Spektrix, ensuring data-driven marketing campaigns.
- Implement and test upselling techniques for memberships, donations and merchandise (when applicable).
- Generate scheduled reports for internal and external stakeholders.

Main Responsibilities cont.

Customer Experience & Accessibility

- Ensure all customer interactions, whether in person, by phone, or online, are handled efficiently and professionally.
- Develop and implement customer care policies that enhance engagement and retention.
- Manage customer complaints promptly and professionally, using feedback to improve service.
- Work with Producing and Operations teams to schedule and manage accessible performances, including BSL, audio description, and relaxed performances.
- Collaborate with marketing and community engagement teams to promote events and attract new and diverse audiences.
- Develop and maintain a CRM strategy to enhance customer retention and loyalty programs.
- Ensure compliance with all accessibility requirements and work to continuously improve accessibility services for audiences.

Financial Control & Systems Management

- Ensure secure handling of all payments, transactions, and customer data in compliance with financial regulations.
- Oversee Spektrix system settings, user permissions, and integration with other theatre systems.
- Oversee accurate and timely reconciliation of all Box Office financial reporting.
- Regularly review and optimise ticketing system operations to improve efficiency and customer satisfaction.

Main Responsibilities cont.

General

- Keep up to date with emerging ticketing technologies and industry trends to improve efficiency and customer experience.
- Maintain a working knowledge of the theatre's programme, strategy and business plan.
- Attend staff meetings/training as required.
- Adhere to Queen's Theatre Hornchurch policies & procedures and act as an ambassador for best practice.
- The post-holder may be required to undertake other reasonably determined duties and responsibilities within the organisation which are appropriate with the level of the role without changing the general character of the post.
- The post-holder may also be called upon to carry out duties that would not normally be associated with the post on a temporary basis where there is a strong organisational requirement for that to happen. The post-holder would be given appropriate training and equipment to carry out any duties of this kind.





The SpongeBob Musical 2024 - Photograph by: Zbigniew Kotkiewicz

Person Specification

Essential:

- Demonstrable commitment to equality, diversity, and inclusion in customer service and team leadership.
- Strong leadership skills, with experience managing and motivating a customer-facing team.
- Experience in a Box Office, sales, or ticketing environment, preferably in a theatre or live events venue.
- Proven track record of driving ticket sales and maximising revenue through pricing strategies, upselling, and audience development initiatives.
- Experience using a ticketing and CRM system, such as Spektrix, including data management and reporting.
- Confident in data analysis, with the ability to interpret audience insights to inform marketing and sales strategies.
- Excellent customer service skills, with experience in resolving customer issues and maintaining high service standards.
- Ability to manage multiple priorities effectively, working under pressure in a fast-paced environment.
- Self-motivated, well-organised, and able to work independently as well as part of a team.
- Strong IT skills, including Microsoft Office (Excel, Word, Outlook).

Desirable:

- A keen interest in theatre and live performance, with an understanding of audience behaviours and motivations.
- Knowledge of customer loyalty schemes and audience retention strategies.
- Experience in event ticketing partnerships, including group sales, agencies, and corporate bookings.
- Familiarity with access and inclusivity practices, such as booking and managing BSL, audio-described, and relaxed performances.
- Understanding of GDPR and data protection in customer relationship management.
- Substantial lived experience (and/or a heightened empathy) of working with underrepresented and underserved communities.
- A strong understanding of Outer East London and South Essex audiences and local community engagement.

We fully recognise that you might not meet all the personal specification, this is an indicative list, and we encourage people with an equivalent level of experience to apply.

How to Apply

Application Deadline:

Wednesday, 14 May 2025 at 11 a.m.

Interviews:

First interview: Via Zoom on Tuesday, 20 May 2025.

Second interview: In-person at QTH on Tuesday, 27 May 2025.

To submit your application:

Fill in our Application form and an Equal Opportunities form at:

www.queens-theatre.co.uk/about-us/qrecruit/

(applications by CV cannot be considered)

Send completed forms to: recruitment@queens-theatre.co.uk

For assistance, please email: recruitment@queens-theatre.co.uk

We want to make all opportunities at Queen's Theatre Hornchurch accessible to anyone who wants to apply.

If submitting a written application is not the best way to tell us about your skills and experience, we will accept a video recorded application via 'WeTransfer'. We will send questions in advance of first and second round interviews to allow you time to prepare. We may ask for a task or presentation at second round interview.

If you would like an informal conversation with Kathryn Winter, Director of Audiences and Development, to find out more about the position, in advance of, or whilst you are considering making an application, please contact: recruitment@queens-theatre.co.uk to arrange a mutually convenient time.

Please note for interviews we will reimburse travel expenses, provide BSL interpreters and language interpreters.



Photographed by Manuel Harlan - Handbagged, February 2025

Disability Confident

At Queen's Theatre Hornchurch, we are committed to promoting and protecting the physical and mental health of all our staff.

As a Disability Confident Committed Employer, we have committed to:

- Ensure our recruitment process is inclusive and accessible.
- Communicating and promoting vacancies.
- Offering an interview to disabled people who meet the minimum criteria for the job.
- Anticipating and providing reasonable adjustments as required.
- Supporting any existing employee who acquires a disability or long-term health condition, enabling them to stay in work.
- At least one activity that will make a difference for disabled people.

Queen's Theatre Disability Confident Certificate can be accessed by clicking on the link:

[Queens Theatre Hornchurch is Disability Confident Committed](#)

Find out more about Disability Confident at:

www.gov.uk/disability-confident

 #DisabilityConfident

