

# Sales Executive

Application pack

**THE GRAND**  
THEATRE | BLACKPOOL



# Sales Executive

## THE JOB

### Join the thrilling world of Blackpool Grand Theatre as one of our Sales Executives!

You're at the heart of our Box Office, delighting our customers, maximising sales and revenue, and promoting memberships and upcoming events.

Supporting the Box Office Supervisor and Manager the role helps to achieve our ambitious vision to be a nationally recognised local resource committed to inspiring a life-long love of [the] theatre.

You'll work calmly yet quickly to handle enquiries about more than 150 productions, theatre tours, events (inside and outside the theatre building), The 1894 Club, and award-winning programmes like the Story-led Resilience initiative.

If you're a personable, enthusiastic, and confident person come make an impact with us in a fun and engaging environment. The Grand Theatre is the perfect place to elevate your career while enjoying the thrill of the arts!

## THE IDEAL CANDIDATE

### You will be a customer-focused individual who can thrive in a fast-paced environment.

You will possess excellent communication skills, both verbal and written, enabling you to engage effectively with patrons, be responsive to their needs, answer inquiries, and resolve any issues that may arise to a high standard.

We'll teach you how to use the box office system correctly. You will be keen to learn and reach proficiency in using our systems, recognising when to seek advice and input from others.

Your dedication to giving customers the very best experience through the Box Office means you will seek opportunities to invite customers to visit more often and experience more of what we have to offer, effortlessly introducing them to different aspects of the programme that will appeal to them.

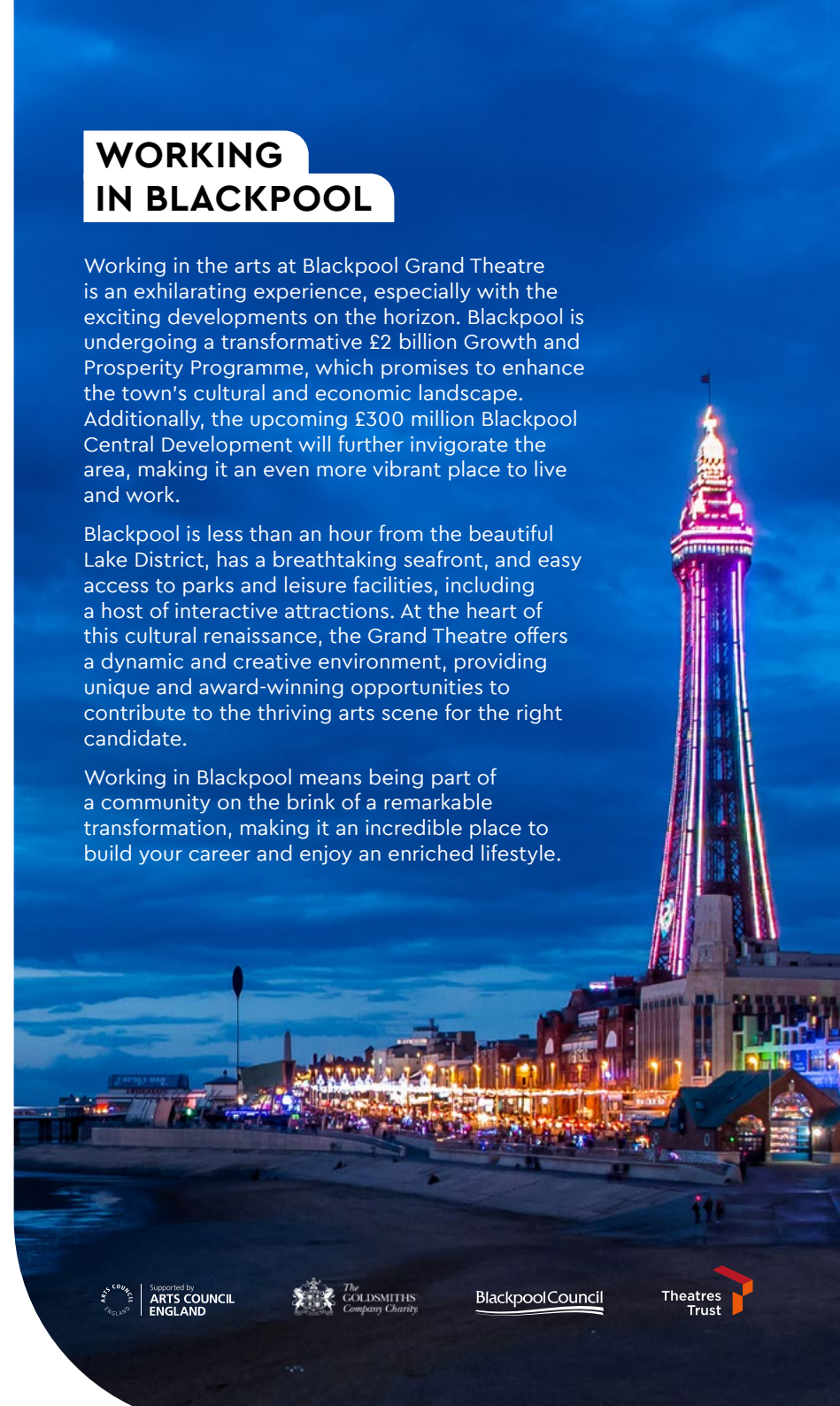
As a confident communicator, you will be an ambassador for the Blackpool Grand Theatre brand. A background in customer service/sales is essential, as you will be the first point of contact for theatregoers, ensuring a positive and welcoming experience.

## WORKING IN BLACKPOOL

Working in the arts at Blackpool Grand Theatre is an exhilarating experience, especially with the exciting developments on the horizon. Blackpool is undergoing a transformative £2 billion Growth and Prosperity Programme, which promises to enhance the town's cultural and economic landscape. Additionally, the upcoming £300 million Blackpool Central Development will further invigorate the area, making it an even more vibrant place to live and work.

Blackpool is less than an hour from the beautiful Lake District, has a breathtaking seafront, and easy access to parks and leisure facilities, including a host of interactive attractions. At the heart of this cultural renaissance, the Grand Theatre offers a dynamic and creative environment, providing unique and award-winning opportunities to contribute to the thriving arts scene for the right candidate.

Working in Blackpool means being part of a community on the brink of a remarkable transformation, making it an incredible place to build your career and enjoy an enriched lifestyle.



“

Blackpool Grand Theatre is at the heart of the cultural scene in the town, bringing fantastic shows to its audiences with many actors who have appeared on its stage going on to have hugely successful careers.

It also offers invaluable creative experiences to children and young people through its Grand Young Company and award-winning Story-led Resilience Programme helping to build confidence and skills. We're delighted to support the theatre as one of our National Portfolio Organisations and offer hearty congratulations on its 130th anniversary!

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Jen Cleary  
Arts Council England,  
Director North.

## RESPONSIBILITIES

### Maximising Sales and Revenue

- Promote events, membership, and merchandise to increase revenue at every appropriate opportunity.
- Increase the number of customer visits per year, using each touchpoint consistently to encourage customers at every touchpoint to plan their next visit.
- Promote and redeem 'Theatre Tokens/Vouchers' with customers, ensuring compliance with conditions of use and respecting internal processes.

### Ticketing & Memberships

- Complete to a high standard customer and agent ticket orders (in-person, by phone, or email) on a wide range of events. Print and despatch orders for postage or collection, in a timely fashion.
- Share accurate information about membership benefits and renewal options. Process memberships accurately and efficiently, completing data entry requirements.
- Correctly verify membership information when presented, maintaining up-to-date records, and delivering exceptional customer service to enhance member satisfaction and retention.
- Capture accurate customer information in compliance with data protection policies and systems.

### Phone Calls / Digital Communication

- Answer incoming phone calls promptly and courteously, providing accurate information about showtimes, ticket availability, and theatre policies. Ensure a positive experience for all callers by listening carefully, asking questions to clarify and being responsive to their needs throughout the call.
- Checking customer and departmental email communications are answered promptly, reaching a point of resolution acceptable to all parties.

### Training

- Complete ongoing training for system updates, ticket sales, memberships, exchanges, and credits/refunds.
- Ensure that you seek advice to address any skills or knowledge gaps that you identify whilst performing your day-to-day tasks.

### Administration / Cash Handling

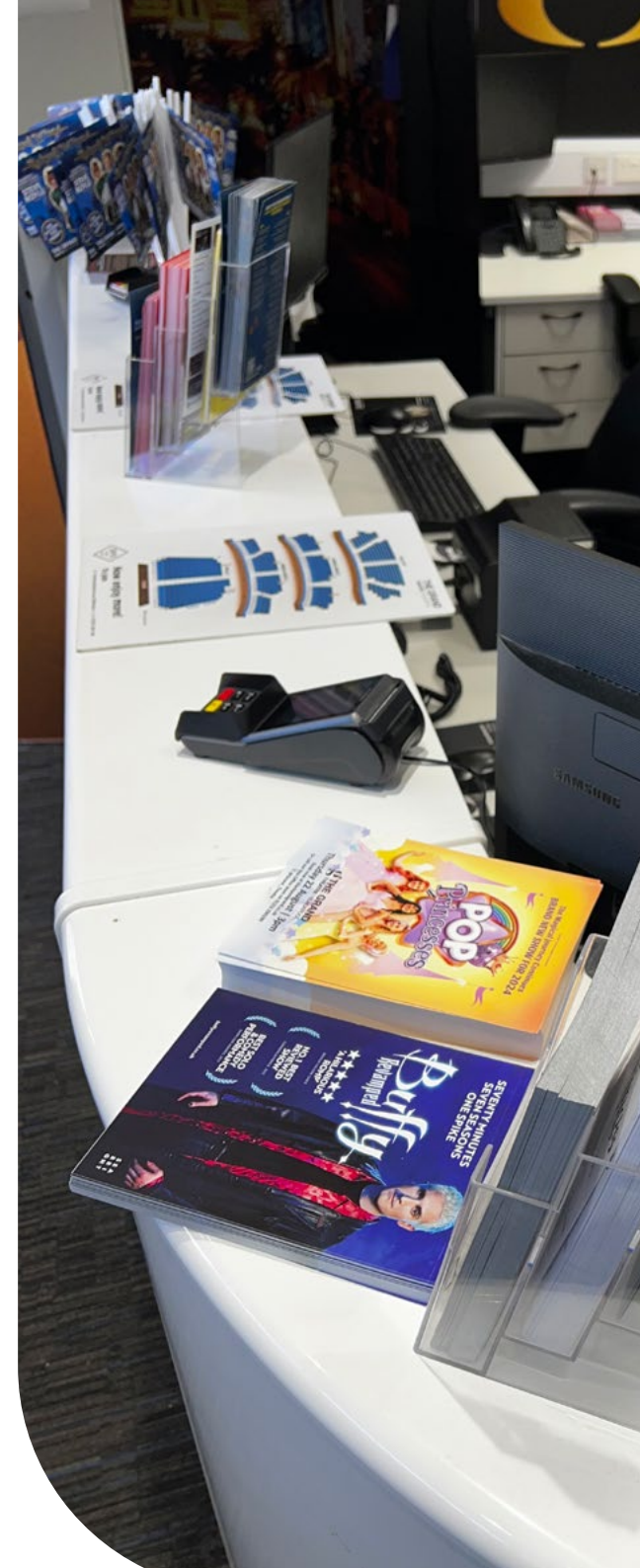
- Accurately reconcile daily takings. Deposit with the Duty Manager, following correct security procedures.
- Ensure publicity materials (leaflets, in theatre racks) are stocked and replenished regularly, and expired print removed and disposed of.

### Strategic Focus

- Be aware and work to uphold the company's Mission, Vision and Values.

### Organisation-Wide

- Represent the sales specialist function when contributing to organisation-wide initiatives.
- Demonstrate enthusiasm and participate in developments and initiatives happening within the organisation.
- Anticipate and undertake additional duties as required to ensure the smooth running of the organisation.
- Adhere to theatre policies and actively participate in team and management meetings to stay aligned with our goals and contribute to our collaborative success.



## THE BROADWAY & WEST END HIT MUSICAL



"OFFERS NOT ONLY A CATALOGUE OF OUTSTANDING POP HITS, BUT ALSO AN INSPIRING AND EMPOWERING MESSAGE. A JOYFUL QUALITY TO THE WHOLE PRODUCTION... IT'S HARD NOT TO FEEL UPLIFTED!"  
Broadway World



"BEAUTIFUL IS INDEED... BEAUTIFUL!  
ONE FINER-THAN-FINE EVENING AT THE THEATRE. IT ROCKS!"  
Whatsonstage

"SPARKLING... MOLLY-GRACE CUTLER IS OUTSTANDING"  
Reviews Hub

TUE 18 TO  
SAT 22 OCT

## WHY JOIN US?

If you're friendly, calm, flexible, adaptable and customer-focused, this is your chance to make a significant impact in a fun, engaging atmosphere while advancing your career. Be part of a community on the brink of remarkable transformation and enjoy an enriched lifestyle in Blackpool.

Being part of the Blackpool Grand means you will be promoting visiting partners including The Royal Shakespeare Company, English Touring Theatre, Sadler's

Wells Breakin' Convention, PW Productions, ATG Productions, UK Productions, Ramps on the Moon, and Children's Theatre Partnership.

If you're enthusiastic, proactive, and passionate, we want you on our team!



### Employment

Casual (Zero hours).



### Hours of Work

Shifts may be morning, afternoon, or evening including weekends/Bank Holidays.



### Salary

£12.00 per hour



### Holidays

20 days' holiday during each holiday year. In addition, you are entitled to 8 public holidays (pro rata).



### Location

Blackpool Grand Theatre (you may on occasion be required to work from home or in other places around Blackpool).



### Reporting to

Box Office Supervisor/Manager.



## PERSONAL SPECIFICATION

### Essential Criteria

#### Qualifications:

- A minimum of 2 GCSE grade A\*-C passes, in English and Mathematics.

#### Technical Skills

- Experience with Windows-based PC software.

#### Customer Service / Communication Skills:

- Excellent verbal and written communication skills.
- Proficient in active listening and responding appropriately to customer inquiries.
- Strong problem-solving skills, with the ability to handle customer issues tactfully and effectively.

#### Sales and Revenue:

- Proven ability to handle payments by cash, cheques and credit/debit cards
- Demonstrated ability to upsell and cross-sell products/services, enhancing revenue opportunities.

#### Accessibility Awareness:

- Sensitivity to the needs of a diverse range of patrons/visitors and evidence of responding to their different needs.

#### Adaptable and Proactive:

- Willingness to work flexible hours, including evenings and weekends, as required by theatre operations.
- Ability to take initiative and anticipate customer needs.
- Anticipates and responds positively to unexpected challenges and opportunities.
- Flexible, willing and able to get involved in tasks and activities that meet a short-term need and may fall outside of normal activity.

### Desirable Criteria

#### Work Experience:

- - At least 1 year of experience in sales or service functions, including face-to-face customer interaction.
- - Experience selling memberships and their key benefits.

#### Experience:

- - A genuine passion for the arts and a desire to contribute to the cultural vibrancy of Blackpool.
- - Experience using sales systems (ideally Spektrix).

### Our Vision

Blackpool's Grand Theatre is to be a nationally recognised local resource committed to inspiring a life-long love of [the] theatre.

### Our Mission

We offer opportunities to enjoy, participate and learn through theatre.

### Our Values

Trustworthy | Respectful | Professional  
Open and Honest | Welcoming and Helpful.



“

As we celebrate 130 years of vibrant performances and timeless stories, we should also honour the theatre's vital role in shaping our cultural landscape. The cultural arts are for everyone, and they are incredibly life enhancing and The Grand's beautifully rich arts heritage is something to be very proud of. Here's to the countless moments of inspiration and connection that await us in the years to come.

Alistair Armit  
Chair, Blackpool Grand  
Theatre (Arts & Entertainment) Ltd.

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Stephen Daldry's Multi-award-winning National Theatre production of JB Priestley's classic thriller *An Inspector Calls*.  
Photographer: Mark Douet.

## HOW TO APPLY

Blackpool Grand Theatre aims to attract, develop and retain the best talent for all roles and will always appoint based on merit. We consider that diversity is good for the art we make, good for artists, good for audiences, and good for the cultural sector.

Blackpool Grand Theatre is an equal opportunities employer. We value diversity in our workforce and positively encourage applicants from all sections of the community, particularly applicants under-represented across the arts workforce.

### How to apply:

Complete our application form and equal opportunities form. You must fill in this form **as CVs and covering letters are not accepted.**

We want to make sure that our application process is accessible to everyone, so please do tell us if you need any of this information in another format.

### Send in your application to us:

Email your application form to [helenb@blackpoolgrand.co.uk](mailto:helenb@blackpoolgrand.co.uk) using the subject line **SALES EXECUTIVE** or post the form to; Administration  
Blackpool Grand Theatre,  
33 Church Street,  
Blackpool,  
Lancashire FY1 1HT

In your application, please tell us about your relevant skills and experience and how you meet the person specification.

Further information on how we use and store the data provided in your application form is available on our website [blackpoolgrand.co.uk/jobs](http://blackpoolgrand.co.uk/jobs)

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*Hofesh Shechter's compelling new work Shechter II.  
Photographer: Todd MacDonald.*