

# Revenue and Customer Experience Supervisor

Application pack

**THE GRAND**  
THEATRE | BLACKPOOL



# Revenue and Customer Experience Supervisor

## THE JOB

**Join the thrilling world of Blackpool Grand Theatre as our Revenue and Customer Experience Supervisor!**

You'll be at the heart of our dynamic Audiences, Marketing and Sales team that maximises sales and revenue, launches new shows, and monitors performance with cutting-edge analytics supporting the Box Office Manager to achieve our ambitious vision to be a nationally recognised local resource committed to inspiring a life-long love of [the] theatre.

This fast-paced role offers the chance to lead and innovate, promoting over 150 productions, theatre tours, events (internal and external), The 1894 Club, and award-winning programmes like the Story-led Resilience initiative.

If you're a welcoming, practical, and organised team leader, 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 have a passion for the day-to-day operation and for supporting a small team of sales executives to work at their best.**

You will be responsible for providing support and guidance, monitoring quality standards and offering feedback and encouragement to ensure the delivery of tasks to a high standard.

As an experienced salesperson, you will be skilled at working in a team efficiently delivering on targets and providing exceptional customer service. You will be comfortable Utilising box office systems effectively and optimising sales opportunities, upselling/cross-selling as appropriate. You will also recognise when to seek advice and input from others.

Your appreciation for effective collaboration and communication with producers will help the theatre maximise revenue and optimise return on investment for visiting companies.

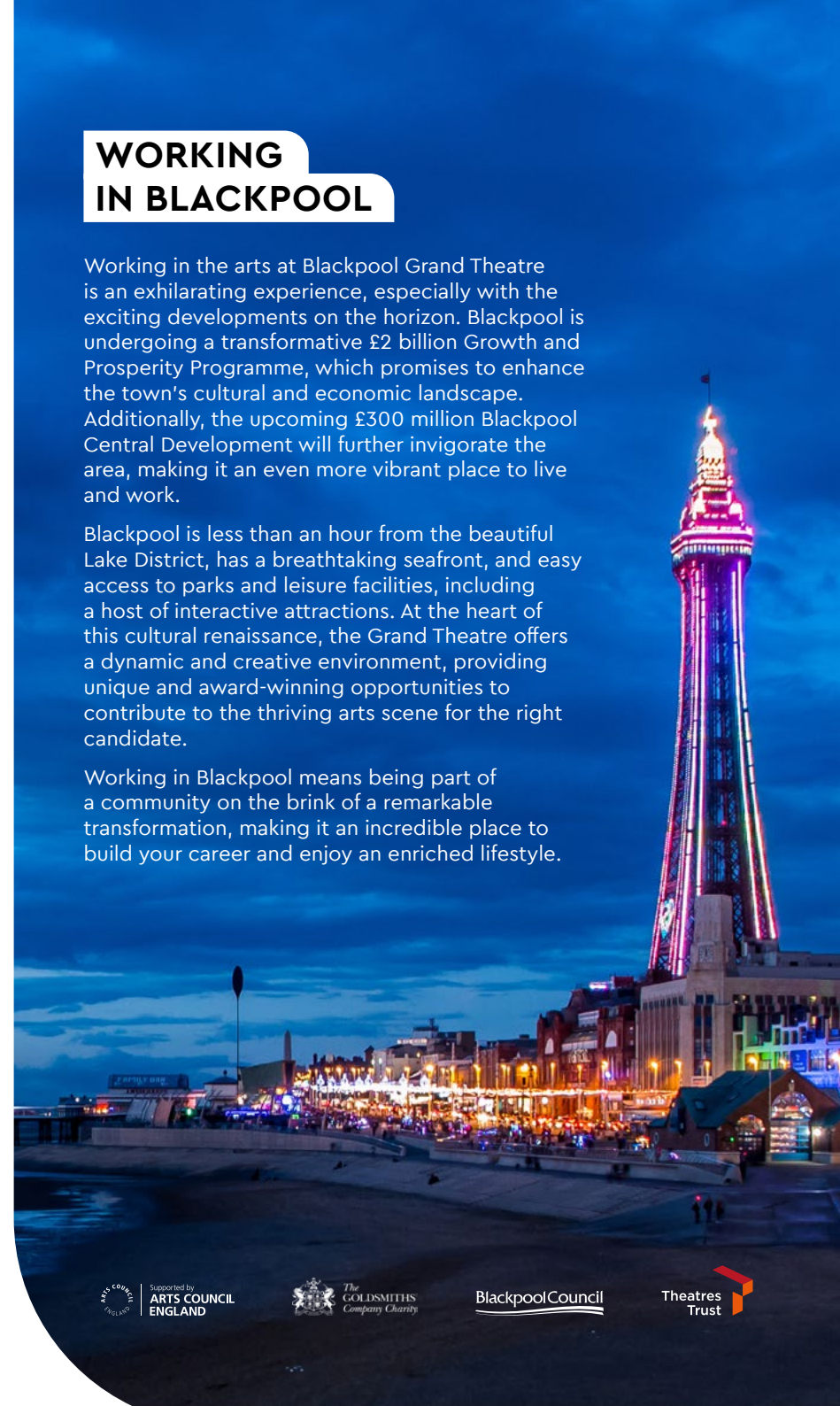
As a confident communicator, you will be an ambassador for the Blackpool Grand Theatre brand, promoting our activities, and building awareness in the sales and revenue industry through local and regional business and professional networks.

## 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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**Jennifer Cleary**  
Director, Combined Arts and North  
Arts Council England

# RESPONSIBILITIES

## Team Supervision

- Work with the Revenue and Customer Experience Lead to support the Sales Executives to achieve agreed targets, focusing on audience development, engagement and ticket sales.
- Develop and encourage the Sales Executives to maximise their potential and contribution.
- When appropriate, deputise for the Revenue and Customer Experience Lead.
- Ensure the Sales Executives utilise the box office systems effectively and optimise sales opportunities, upselling/cross-selling as appropriate.
- Provide in-the-moment support and advice to the Sales Executives in handling challenging communications through traditional and digital channels.
- Support the Revenue and Customer Experience Lead with rostering and deployment of staff, ensuring optimal coverage and efficient operations. Adjust schedules to accommodate changes in staffing needs or unexpected absences, ensuring smooth and effective execution.

## Maximising Sales and Revenue

- Drive ticket, membership, and merchandise sales to increase revenue, membership subscribers and the number of audience member visits per year
- Utilise data analysis to support the Data and Insights Manager in optimising inventory and yield management, adjusting ticket prices based on demand, seasonality, and booking patterns to maximise revenue.
- Partner with the Revenue and Customer Experience Lead and Data and Insights Manager to align on goals and strategies for Audience Development and to increase revenue.

## Strategic Support

- Assist the Revenue and Customer Experience Lead and Data and Insights Manager with market research and data analysis to identify potential new audiences. Implement and action strategies to attract diverse

groups, leveraging various channels (phone, email, in-person). Continuously evaluate and refine approaches to ensure effective audience engagement and growth.

- Assist with the collection of research by gathering customer and experiential data.
- Ensure front-facing customer information is accurate, enhancing the customer experience and improving overall Box Office operations.

## Sales and Ticketing

- Oversee daily operations of the Box Office, including ticket purchases by customers (in-person, by phone, or email).
- Continually review upcoming on-sales for timely preparation as per the agreed timetable.
- Ensure ticket agent requirements are completed with priority and accuracy.
- Monitor sales to ensure real-time tracking and reporting of ticket sales across various platforms.
- Continually ensure alignment of sales tactics fit with marketing campaigns and objectives.
- Conduct comprehensive historical sales analysis working with the Revenue and Customer Experience Lead to identify trends and inform future strategies.

## Digital Communication

- Checking customer and departmental email communications are answered promptly, reaching a point of resolution acceptable to all parties.
- Daily monitoring of the theatre's website for 24/7 access, using the CMS.
- Support the Revenue and Customer Experience Lead in providing real-time data to the Marketing Manager for immediate action through social platforms that will address underperformances of sales targets.
- Quarterly review with the Revenue and Customer Experience Lead to ensure the theatre is data-compliant and is obtaining customer data at critical customer touch points.

## Training

- Induct, train and mentor new Sales Executives, and provide useful feedback that enables them to perform to a high standard.
- Conduct ongoing training and instruction for system updates, ticket sales, exchanges, and credits/refunds.

## Strategic Focus

- Understand the strategic aims of the organisation and how the Box Office team can influence the theatre's success.

## Administration

- Ensure timely requests for artwork and print materials from the Design and Content Officer or Marketing Supervisor for event announcements and notable event dates. Continuously monitor for changes to artworks and request updates as necessary.
- Proof marketing materials for accuracy.
- Ensure publicity materials (leaflets, in-theatre racks) are stocked and replenished regularly, and expired print removed and disposed of.

## Organisation-Wide

- Represent the Box Office and champion the needs of the customer, when contributing to organisation-wide initiatives.
- Demonstrate enthusiasm for exciting developments and initiatives happening within the organisation whilst raising awareness of lead times and the capacity to deliver unplanned activity.
- 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 Footloose*	Sun 04
The Haunting of Blaine Manor	Thu 15 to Sat 17
<b>AUGUST</b>	Sun 18
Lipstick on Your Collar	Thu 22
Bugsy Malone The Musical*	Fri 23
Rock for Heroes	Sat 24
Pop Princesses	Sun 25
An Evening with Jimmy Tarbuck	Mon 26
I like It	Thu 29 to Sun 01
ELO Againe	
Joe Pasquale	
Charlie and The Chocolate Factory*	
<b>SEPTEMBER</b>	
Some Guys Have All The Luck	Sun 08
Tadfish On Tour	Sun 15
Bye Bye Baby	Thu 19
Buffy Revamped	Fri 20
Black Is The Colour of My Voice	Sat 21
BSO Last Night of The Proms Live	Sun 22
Shechter II: From England with Love	Tue 24 & Wed 25
Ben Portsmouth: This is Elvis	Sun 29
Herman's Hermits	Mon 30
<b>OCTOBER</b>	
Psychic Sally	Wed 02
Anything for Love: The Meatloaf Story	Sat 05
Defying Gravity: West End Women	Sun 06
Wonder Boy	Tue 08 to Sat 12
Dancing in The Streets	Sun 13
Cuedo 2	Tue 15 to Sat 19
The Bon Jovi Experience	Sun 20
Abigail's Party	Tue 22 to Sat 26
Heathers The Musical	Tue 29 Oct to Sat 02 Nov
<b>NOVEMBER</b>	
Kevin Bloody Wilson	Mon 04
Adam Kay: Undoctored	Tue 12
The Overtones	Wed 13
Chicago Blues Brothers	Fri 15
Fairytale of New York	Sat 16
A Beautiful Noise	Sun 17
Here You Come Again	Tue 26 to Sat 30
<b>DECEMBER</b>	
Cinderella	Sun 05
Grand	Mon 16
Community Producers	
to Sun 05 Jan '25	
Mon 16 Dec	
DEAR EVAN HANSEN	
MUSIC	
TUE 25 FEB TO SAT 01 MAR '25	



DRIVING



OUR



SALES!

## WHY JOIN US?

If you're an organised and customer-focused supervisor, 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 working collaboratively with 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. We work with leading marketing companies EMG, DR5, Chameleon, Showplanr, Bound and Gagged, and Helen Snell.

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



### Employment

Full Time (40 hours inclusive of lunch break. If you are required to work on a public holiday you will be entitled to time off in lieu by arrangement with your line manager).



### Salary

£26,000 per annum (subject to experience).



### Holidays

22 days' holiday during each holiday year. In addition, you are entitled to 8 public holidays.



### Location

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



### Reporting to

Revenue and Customer Experience Lead.

## PERSONAL SPECIFICATION

### Essential Criteria

#### Qualifications:

- A minimum of 3 GCSE grade A\*-C passes, including English and Mathematics.

#### Work Experience:

- At least 2 years of experience in sales functions.

#### Key Sales Skills:

- Proficient in inventory data analysis to identify trends, lost revenue, and areas for improvement.

#### Technical Competence:

- Proficiency with CMS, and ticketing systems (ideally Spektrix).
- Problem-Solving Ability:
- Effective problem-solving skills.

#### Communication Skills:

- Strong verbal and written communication skills, with the ability to effectively handle high-volume inbound communications calmly.

#### Analytical and Reporting Skills:

- Ability to build data-led reports.
- Ability to improve inventory.

#### Adaptable and Proactive:

- Proven ability to actively monitor and respond to organisational developments, initiatives, and updates.

### Desirable Criteria

#### Qualifications:

- Evidence of continued professional development in sales, revenue generation or ticketing.

#### Team Management Experience:

- 1 year (min) leading a team.
- Proven ability to manage, motivate, and develop a high-performing team.

#### Communication Skills:

- Experience in interactions with a range of personnel from visiting theatre company members to Producers and Creative Team members.

#### Analytical and Reporting Skills:

- Demonstrated skill in preparing reports for management use.

### 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.

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Blackpool Grand Theatre is the premiere presenting theatre in Lancashire with a range of strong and established local, regional and national partnerships. We are proud to be an Arts Council England National Portfolio Organisation and winners of the UK Theatre Award for Excellence in Arts Education. We pride ourselves on being a theatre for everyone, enriching the lives of people through our work in Blackpool and beyond. With an entrepreneurial culture and an enterprising team, we have ambitious plans: investing in our people, our programme of activity and our iconic Frank Matcham designed auditorium. There is no better time to join and build your career with us as we embark on the next stage in The Grand's story.

Adam Knight  
Chief Executive  
Blackpool Grand Theatre

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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 [recruitment@blackpoolgrand.co.uk](mailto:recruitment@blackpoolgrand.co.uk) using the subject line **RCES APPLICATION** 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)

**THE GRAND**  
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*The Olivier, Tony & Grammy award-winning best musical  
Dear Evan Hansen.  
Photographer: Marc Brenner.*