

Revenue and Customer Experience Lead

Application pack

THE GRAND
THEATRE | BLACKPOOL



Revenue and Customer Experience Lead

THE JOB

In recent years, Blackpool Grand Theatre has evolved to meet changing audience behaviours, with over 70% now preferring to book online.

While building on proven approaches, the theatre is committed to driving innovation to enhance the customer experience and meet the needs of a digital-first audience.

To stay ahead of this shift, the theatre is investing in its digital future, enhancing every aspect of the customer journey to ensure it is seamless, personalised, and memorable – from the moment of booking to their arrival and beyond, fostering return visits.

As a key member of the Audiences, Marketing, and Sales team, you will play a pivotal role in shaping the future of customer engagement at Blackpool Grand Theatre. By leveraging cutting-edge tools, you will not only strengthen customer relationships and inspire loyalty but also drive revenue through strategic initiatives. This includes identifying opportunities to maximise each transaction, implementing personalised marketing campaigns, and introducing innovative upsell strategies for ancillary offerings. Your efforts will create tailored, memorable experiences across all touchpoints while directly contributing to the theatre's financial growth and long-term success.

THE IDEAL CANDIDATE

You will play a key role in the continuous development of a website that reflects Blackpool Grand Theatre's values, creating a digital experience as personal and welcoming as booking in person.

Designed to be intuitive and inclusive, the platform will offer easy access to resources and tailored content, ensuring the theatre remains a vibrant hub for all generations and communities.

This dynamic role offers the chance to collaborate with a multi-functional team to deliver innovative, multi-channel marketing campaigns. You will oversee every interaction, ensuring it aligns with the theatre's commitment to excellence – whether it's online, in person, via post, or during follow-up communications.

Your entrepreneurial spirit and commercial acumen will be vital in aligning with Blackpool Grand Theatre's brand values. You'll drive forward strategies that enhance revenue, deepen audience loyalty, and elevate the theatre-going experience to new heights.

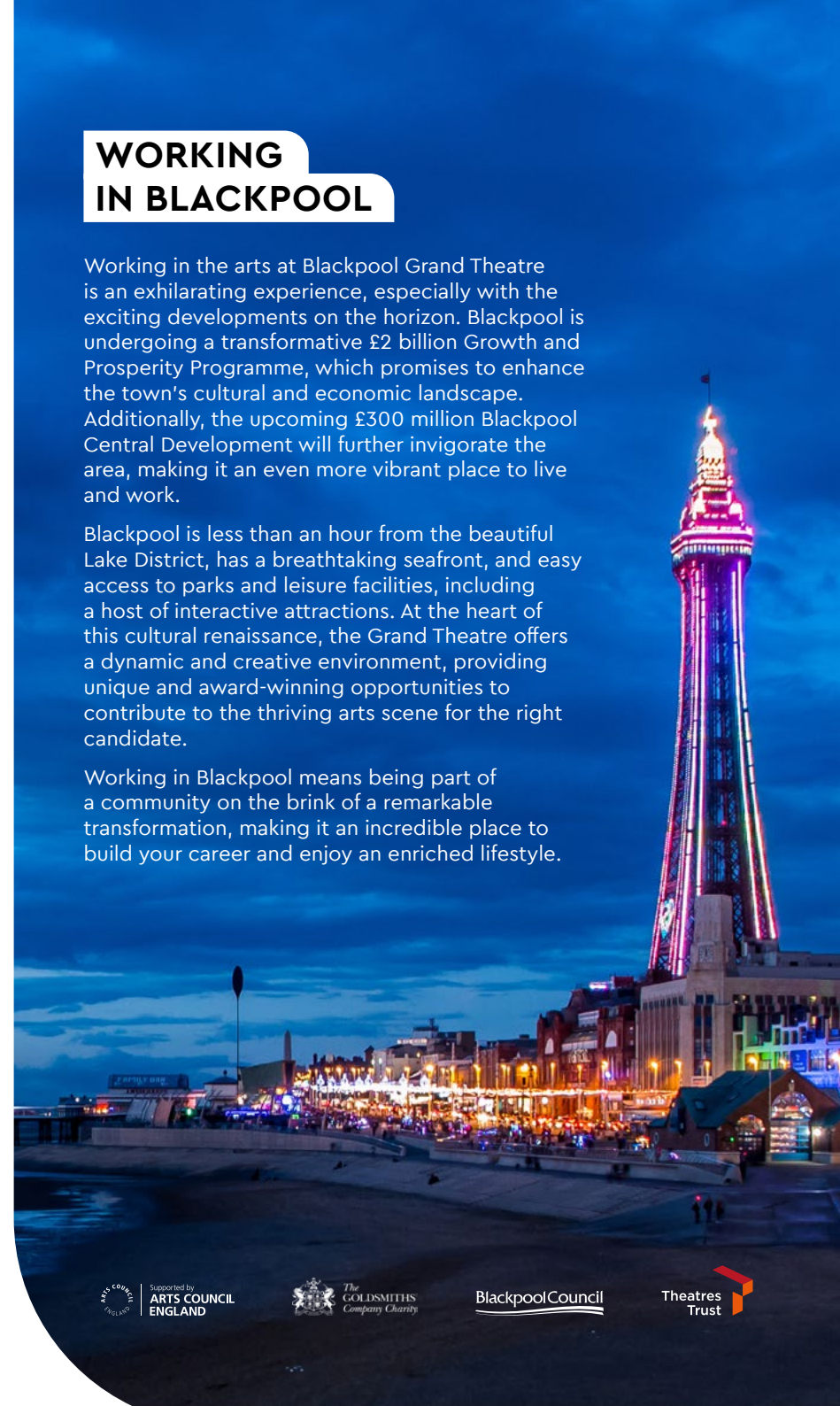
If you're passionate about creating exceptional customer experiences, driving revenue and using data and technology to craft unforgettable moments, we invite you to join us on this exciting journey!

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.



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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

Attraction Marketing

- Plan and refine customer touchpoints, ensuring consistency and personalisation across digital, in-person, and post-visit interactions for an intuitive and engaging experience.
- Implement pre-event, post-event, and drip email campaigns to re-engage patrons, maximise membership value, and enhance donor loyalty through timely, targeted communications.
- Utilise digital platforms to design and execute dynamic revenue generation campaigns. Driving, revenue, customer acquisition and engagement through targeted communications and personalised offers in print, outdoor and digital.
- Boost marketing effectiveness by tailoring strategies to audience behaviours, using segmented digital advertising to improve engagement and conversions.

Customer Engagement

- Demonstrate the ability to identify and understand customer needs, preferences, and challenges through effective questioning, enabling the design of tailored strategies to enhance engagement, drive purchases, and build loyalty.
- Ensure the online experience mirrors the high-quality service of the physical Box Office, creating an engaging, intuitive, and interactive digital journey that reflects the theatre's values and meets customer expectations.
- Manage and deliver a consistent customer experience across all touchpoints, ensuring online interactions feel as personal and welcoming as in-person engagements.
- Anticipate and address customer concerns or barriers to engagement, working collaboratively to refine and enhance the digital customer journey.
- Continuously seek and incorporate customer feedback to optimise both online and in-person experiences, ensuring alignment with customer expectations and operational goals.
- Utilise creative and data-driven solutions to replicate the personal touch of the Box Office online, ensuring accessibility, inclusivity, and ease of use for all audiences.

Revenue Generation

- Drive additional revenue by encouraging upsells, cross-sells, and donations within transactions to an agreed target through multi-buy offers, premium packages, and one-click donation tools.
- Support the Revenue and Customer Experience Supervisor and Sales Executive team to achieve sales targets while ensuring the highest levels of customer service through training, quality checks, and consistent performance monitoring.
- Manage the accurate and timely setup of theatre shows and events on the ticketing system, ensuring smooth operations and seamless customer access to bookings.
- Training team members on CRM best practices and loyalty program management/promotions to increase month-on-month targets.

Pre-Show Revenue Opportunities

- Enhance the patron experience by using data-driven insights to target specific audience segments with personalised pre-show and post-show offers that encourage increased revenue.
- Integrate promotional messaging for ancillary items and exclusive experiences across digital platforms, email campaigns, and ticket confirmation communications to drive sales.
- Offer input on unique offerings such as behind-the-scenes tours, artist meet-and-greets, post-show talks, themed receptions, and afternoon teas to enhance engagement, attract high-value customers, and encourage repeat visits while driving secondary spending.
- Continuously analyse customer feedback and purchasing trends to refine pre-show offerings and identify new, commercially viable revenue opportunities

Customer Loyalty

- Partner with the Data & Insights Manager to interpret customer behaviour and identify trends, to boost engagement, repeat visits, and per-transaction revenue.
- Develop targeted strategies to enhance retention and lifetime value, leveraging available data to create tailored experiences that maximise audience satisfaction and secondary spending across all channels.
- Collaborate with the Marketing and Data & Insights Manager to enhance 1894 Club loyalty, friends and rewards programme, focusing on increasing revenue through higher per-head spend, visit frequency, and tailored opportunities such as exclusive rewards, premium offers, and targeted upselling initiatives.

Supporting Activities

- Collaborate with the Communications, Content, Data Protection, and Design teams to create compelling, data-driven and audience-specific marketing materials.
- Ensure compliance with data protection standards and maintain high data accuracy across all systems.
- Undertake additional responsibilities or adjust existing duties as required to support evolving business objectives and operational priorities.
- Take ownership of your professional growth by actively pursuing opportunities to learn, acquire new skills, and apply them in practice, while seeking constructive feedback from stakeholders to continuously improve.



The Footloose*	Sun 04
The Haunting of Blaine Manor	Thu 15 to Sat 17
AUGUST	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*	
SEPTEMBER	Sun 08
Some Guys Have All The Luck	Sun 15
Tadfish On Tour	Thu 19
Bye Bye Baby	Fri 20
Buffy Revamped	Sat 21
Black Is The Colour of My Voice	Sun 22
BSO Last Night of The Proms Live	Tue 24 & Wed 25
Shechter II: From England with Love	Sun 29
Ben Portsmouth: This is Elvis	Mon 30
Herman's Hermits	
OCTOBER	Wed 02
Psychic Sally	Sat 05
Anything for Love: The Meatloaf Story	Sun 06
Defying Gravity: West End Women	Tue 08 to Sat 12
Wonder Boy	Sun 13
Dancing in The Streets	Tue 15 to Sat 19
Cuedo 2	Sun 20
The Bon Jovi Experience	Tue 22 to Sat 26
Abigail's Party	Sun 29
Heathers The Musical	Tue 29 to Sat 02
NOVEMBER	Mon 04
Kevin Bloody Wilson	Tue 12
Adam Kay: Undoctored	Wed 13
The Overtones	Fri 15
Chicago Blues Brothers	Sat 16
Fairytale of New York	Sun 17
A Beautiful Noise	Tue 26 to Sat 30
Here You Come Again	
DECEMBER	to Sun 05 Jan '25
Cinderella	Mon 16
Grand	Community Producers

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

£27,500 per annum (subject to experience).



Holidays

20 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

Marketing Manager.



DRIVING



OUR



SALES!



PERSONAL SPECIFICATION

What We're Looking For

- **Strategic Thinker with a Commercial Edge:** A commercially astute leader with a strong entrepreneurial mindset, skilled in identifying revenue opportunities, and implementing upsell strategies to drive theatre revenue and enhance customer experiences.
- **Customer-Centric Mindset:** A passion for delivering exceptional customer experiences, with a focus on personalisation, seamless service, and fostering long-term loyalty across all touchpoints.
- **Data-Driven Decision Maker:** Strong analytical skills to collect, interpret, and utilise customer data for developing tailored marketing strategies, improving engagement, and driving ticket sales and ancillary revenue.
- **Collaborative and Adaptable:** A proactive team player who excels in a dynamic, fast-paced environment, working cross-functionally with marketing, sales, and data teams to ensure cohesive project execution and goal alignment.
- **Technologically Savvy:** Experience in using digital platforms, CRM systems, and marketing automation tools to enhance the customer journey, track performance metrics, and refine campaigns based on audience insights.

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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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PERSONAL SPECIFICATION

Essential Criteria

- Ability to collect, understand, analyse, and interpret customer data, turning insights into actionable strategies to improve engagement, loyalty, and revenue.
- Solid experience with digital and social media platforms, and email marketing software to deliver targeted, high-performing campaigns.
- Commitment to delivering exceptional customer service by understanding and anticipating customer needs at every stage of their journey.
- Ability to model and implement customer journeys that enhance the overall experience, focusing on personalisation, seamlessness, and customer satisfaction.
- Skilled in working collaboratively, to align goals with others in an organisation and ensure cohesive project execution.
- Ability to manage multiple projects simultaneously, ensuring deadlines are met and objectives are achieved within budget.
- A proactive approach to identifying challenges, proposing solutions, and implementing improvements.
- Exceptional written and verbal communication skills, capable of presenting insights.
- Innovative thinking to develop loyalty campaigns and customer journeys tailored to the local market, creating distinctive solutions that set the theatre apart within the regional arts and entertainment landscape.
- Ability to thrive in a fast-paced environment, adjusting to new challenges and focusing on organisational goals.

Desirable Criteria

- Familiarity with customer relationship management (CRM) systems and marketing automation platforms to streamline processes and improve campaign efficiency.
- Understanding of audience behaviours and trends specific to the theatre or the broader arts and cultural industries, enabling tailored strategies.
- Understanding, developing and executing strategies to increase revenue from secondary sources, such as memberships, merchandise, and concessions.
- Competence in using data visualisation tools to present performance metrics and insights in a clear, compelling manner for stakeholders.
- Ability to train and mentor team members in best practices for customer experience and revenue generation, fostering professional growth and high-performance outcomes
- A passion for the performing arts and a deep understanding of audience behaviours and expectations within cultural or live event environments.
- Understanding of integrating loyalty initiatives with wider marketing campaigns to ensure cohesive messaging and maximum channel impact.

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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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 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

THE GRAND
THEATRE | BLACKPOOL



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