**SALES AND TICKETING ANALYST**

**We are looking for a freelance sales and ticketing professional with high level Spektrix experience, to support our Marketing and Box Office teams on pricing strategies and inventory management.**

**You will find information about the organisation and the role in the following pages, along with details of how to submit an expression of interest.**

**We are offering this role as a freelance engagement for 2 days / 16 hours per week, from September 2022 until April 2023. Hours are flexible and we can support remote working, but we would expect you to be present in the building at least once a week to attend internal meetings and build a relationship with the team.**

**Fee negotiable depending on experience.**

**ABOUT THE ROYAL COURT**

The Royal Court Theatre is the writers’ theatre; it is the leading force in world theatre for vigorously cultivating writers - undiscovered, new, and established.

Through the writers we are at the forefront of creating restless, alert, provocative theatre about now.

The uniqueness of our environment enables writers to ask questions we don’t yet know need to be asked in ways we cannot yet imagine, inspiring audiences and influencing future writers.

Through the writers we strive to constantly reinvent the theatre ecology. We seek to find, cultivate, and create tomorrow’s major writers and the classic plays of the future.

We seek stories from everywhere and create theatre for everyone, and we see our audience as one of our chief collaborators.

The Royal Court is committed to fostering an inclusive, socially just culture in which everyone feels they belong. We are an equal opportunities and disability confident employer. We seek a representative workforce for our city and we warmly welcome and commit to interview applicants with protected characteristics who meet the criteria for this role.

We have 2 spaces; the Jerwood Theatre Downstairs, which has a capacity of 360 and the Jerwood Theatre Upstairs, a flexible space seating up to 100 and we have a programme of up to 15 shows per year, the majority of which are produced in house.

**VALUES**

ACUTE + RESTLESS

We’re driven by the need to unsettle pre-conceived ideas of theatre, applying intuition and acute intelligence to every script. We involve our audience in questions about what theatre could be and how it shapes our world. We want to make theatre history now.

INTELLECT + DEMOCRACY

We’re unflinching in our intellectual bite and the stringency of our thinking.

We want to shatter the illusion that ideas are for the few, throwing open the best thinking and critical debate to a broad audience.

EMPATHY + DISRUPTION

We can’t act alone. Together, we listen, respond and adapt, offering a sustaining and vital playground for experiment and ideas. We’re bold and flexible, embracing positive disruption and the unpredictable.

**APPLICATION PROCESS**

Please use the online form to send an expression of interest. A link to this form can be found on the jobs page of our website [www.royalcourttheatre.com](http://www.royalcourttheatre.com). <https://royalcourttheatre.com/about/jobs/>

The online application form will ask for the following things:

* Your personal contact information.
* Any work permit or visa details.
* Some equal opportunities data (optional)
* A brief statement (max 500 words) outlining why you are interested in this role and how your skills and experience make you a suitable candidate.

**You will also be asked to upload your CV as a word document or pdf file.**

Please let us know if you would like further information, support with access requirements or an informal chat about the role. You can contact us on [recruitment@royalcourttheatre.com](mailto:recruitment@royalcourttheatre.com)

You can also email us if you would like to submit your expression of interest in a different format or experience any difficulties with the online form.

**DEADLINE FOR SUBMISSIONS:**

**6pm ON MONDAY 29th AUGUST 2022.**

**INTERVIEWS**

Interviews will take place on w/c 5 September. Exact dates and panel TBC

We will respond to everyone within 4 weeks of the submission deadline, regardless of whether they have been selected for interview or not.

**ABOUT THIS ROLE**

**Sales and Ticketing Analyst – Freelance**

**Key responsibilities:**

**Insights:**

* Supporting the Head of Marketing and Sales on pricing strategies and initiatives, including offers and digital ticketing opportunities.
* Contributing to monthly Return on Investment meetings, analysing sales reports and reporting to the wider team on audience data and trends
* Working closely with the Head of Marketing and Sales to develop strategies which meet organisational goals in terms of audience development and income
* Working with the Head of Marketing and Sales to establish a new dynamic pricing model and manage inventory to maximise income.
* Oversee changes to seating plans implemented by Box Office team.

**Ticket Allocations and Inventory:**

* Managing current and cultivating new relationships with third party ticket agents.
* Working with the Box Office team to oversee the weekly £12 Monday ticket release and set up with Queue-It, Spektrix and our website company, Substrakt.
* Supporting the management of press night lists and invitations for productions and other events, including Royal Court West End and Broadway Transfers and Participation projects as required.

**Ticketing System:**

* Maintain a relationship with Spektrix and support the continual development of the CRM system
* Work with the Duty House Manager and the Box Office team to support the set up of all performances and supplementary offers (eg playtexts, pre ordered drinks) within the Spektrix system to given deadlines
* Liaise with the Marketing and Producing teams to ensure event details are completely accurate before tickets are made available for sale.
* Prepare daily and weekly sales reports and additional reports as needed.

**Financial and Reporting:**

* Provide financial reports and detailed sales reports to all relevant departments and producers.
* Identify opportunities within reporting that will inform management of future sales and work with the Finance Director to develop pricing models and ensure full house values and financial capacities are accurately calculated.
* Investigate chargebacks with the Finance Department
* Review the weekly ticket reconciliations provided by the Box Office and investigate and resolve any issues which may have arisen with advance Box Office providers and ticket agents
* Provide additional accounting reports as required.

**Industry Knowledge, Expertise and Best Practice**

* Ensure that working knowledge of the ticketing system and its application is maintained across the team and regularly updated.
* Ensure the resources available from Spektrix are effectively utilised
* Maintain a dialogue with Spektrix system users in other organisations through networking and training events to share knowledge and develop best practice.

**General**

* Attend weekly marketing press and sales meeting – ideally in person.
* Play an active part in development, promotion and implementation of all company policies including anti-racism, anti-oppression, representation, access, environmental sustainability and health and safety, and commit to upholding the organisation’s core values at all times.

**This outline is a guide to the nature of the work required and you amy be asked to undertake other duties from time to time as appropriate to the role and as agreed with the Head of Marketing and Sales.**

**ESSENTIAL SKILLS AND EXPERIENCE**

* Demonstrable experience and understanding of theatre ticketing processes and systems
* An analytical, commercial and strategic thinker, with the ability to see the bigger picture as well as manage the day to day
* Experience of using Spektrix to analyse and interpret data
* Strong interpersonal skills with the ability to communicate effectively with a wide range of people and stakeholders, with tact and discretion
* Meticulous attention to accuracy and detail
* Strong numeracy and IT skills, including advanced knowledge of Excel and Database packages
* An interest in new writing and developing audiences for new work
* Knowledge and experience of the commercial theatre sector would be an advantage