

SHAKESPEARE NORTH PLAYHOUSE

JOB DESCRIPTION

TICKETING MANAGER

Shakespeare North Playhouse is a unique new arts venue, which opened in the summer of 2022. It presents a vibrant contemporary cultural and learning programme featuring home co-produced and visiting performances, as well as comedy, music, community work, hire and events and a range of education and training activities.

The Shakespeare North Trust (SNT) is the operator of the new Shakespeare North Playhouse in Prescott, Knowsley. Audiences are at the heart of Shakespeare North Playhouse - from the people and communities of Prescott and Knowsley to those visiting the region.

The Audiences Team play an essential role both in selling tickets to the many performances and events at Shakespeare North Playhouse, and also in promoting the broader activities and impact of the organisation.

As a small team, we strive to create excellent customer experiences in all aspects of our work, whether that be with our artists, our audiences, participants in our creative engagement programme, or users of our spaces and facilities.

We are looking for a Ticketing Manager who is responsible for the day-to-day operation, development and reporting functions of Shakespeare North's ticketing system. This includes event setup, audience segmentation, digital customer journey and data management. The role works closely with internal teams to ensure events go on sale accurately and efficiently, while providing clear and timely reporting that supports campaign evaluation, demand management and stakeholder reporting. This is a hands-on role that combines systems administration, collaborative planning, and an eye for detail.

Place of Work

The primary place of work will be Shakespeare North Playhouse, located in Prescott, Knowsley. From time to time, work may be required at alternative locations, including those of our co-producing partners.

Given the nature of this role, it is essential that the postholder is based on-site at Shakespeare North Playhouse for all working hours. The position includes regular customer-facing shifts at the organisation's front desk, including evenings and weekends.

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Reporting Relationships

The post-holder will report to the Head of Audiences for Shakespeare North Playhouse.

The post-holder will have direct line management responsibility for the Ticketing and Retail Assistants.

Salary and Hours of work

The salary for this position is £30k per annum.

Full-time employees at Shakespeare North typically work 40 hours per week across five days. For this role, the standard working pattern will be Tuesday to Saturday.

Working hours will vary depending on the building's schedule however, as a guide you can expect the following:

- On days when the building closes at 6:00pm, the working hours will be 9:30am to 6:00pm.
- On days when evening events take place, the working hours will be 11:00am to 7:30pm to support event ingress.

Please note that working patterns may be subject to change in response to the operational needs of the organisation.

Job summary

This role leads the use and development of Shakespeare North's ticketing and audience data systems, ensuring they operate efficiently and support audiences, partners, and internal teams. It oversees event builds, financial reporting, audience segmentation and audience reporting, and works closely with colleagues in Marketing, Visitor Experience, Programming, and Finance. The role is essential to driving income, delivering insights, and enhancing the audience experience through well-managed systems. Leading a holistic approach to CRM use within the organisation to unify fragmented audience, donor, and stakeholder data into one GDPR-compliant system.

The post includes direct line management of the Ticketing and Retail Assistants and requires confident leadership and a commitment to a collaborative, supportive team culture.

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Ticketing Operations

- Oversee Shakespeare North's use of Spektrix, including accurate event builds, on-sales, and system updates.
- Manage set-up of memberships, discounts, offers, packages, and promotional pricing.
- Maintain key financial settings in Spektrix: fees, donations, memberships, gift vouchers, and packages.
- Implement pricing strategies (including dynamic pricing) with the Head of Audiences and Director of Marketing & Commercial.
- Coordinate ticketing for visiting companies, producers, and third-party events.
- Manage relationships with external ticket agents: allocations, seating plans, holds, and mark backs.
- Work with Visitor Experience to ensure accurate event briefings and excellent service.
- Be the main contact for ticketing updates, offers, and changes, ensuring timely communication.
- Regular customer-facing shifts, taking calls and handling in-person enquiries.
- Ensure incoming calls are answered to maintain a high standard of customer service and minimise call drop rates.
- Support the Audience Support Administrator in managing group and school reservations ensuring they are tracked and reconciled in an efficient manner.

Digital Customer Journey / Customer Care

- Serve as the main point of contact for customer care: manage calls and emails, escalate issues when needed, and provide monthly reports to the Extended Leadership Team.
- Manage automated pre- and post-show emails via Dotdigital, ensuring timely and accurate delivery.
- Create and maintain 'nurture campaigns' that drive reengagement of audience data.
- Support system integrations (e.g. email, analytics, website) as needed.
- Identify opportunities for cross-selling and income growth through CRM strategies.

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Audience Data and Reporting

- Produce regular and ad hoc reports on ticket sales, revenue, audience segments, and campaign performance.
- Support audience insight reporting for funders, stakeholders, and internal teams. Lead on Illuminate survey reporting to meet NPO funding requirements.
- Contribute to audience segmentation strategies and help identify trends for marketing and engagement.
- Ensure data accuracy, cleanliness, and security in Spektrix and related systems.
- Help develop reporting tools that are useful, efficient, and accessible.
- GDPR Requests: Ensure the organisation adheres to GDPR at all times.
- Third-Party Requests: Oversee data-sharing agreements with visiting artists and companies, ensuring compliance.
- Assist in creating strategies to increase data capture and explore opportunities for accurate audience data through various schemes and strategies.
- Act as the main link between Marketing, Finance, Programming, and Visitor Experience for ticketing and data.
- Work with Finance to ensure accurate ticket income reconciliation

Systems Development & Training

- Lead system development and upgrades in partnership with Spektrix and third-party providers.
- Deliver training to ensure consistent and confident Spektrix use across teams.
- Manage system access and security protocols.
- Stay up to date on new system features, sector trends, and best practices in CRM and ticketing.
- Maintain resources to help teams understand ticketing processes and reporting.

Operations & Duty Management

- Act as Incident Controller to manage safe and smooth venue operations during events.

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Leadership & Management

- Line-manage and develop the Retail and Ticketing Assistants, including recruitment, rotas, training and performance.
- Foster a positive team environment and support professional growth.
- Address performance issues promptly and effectively.
- Ensure team activity aligns with the overall brand strategy and business goals.

Personal Specification

- Minimum 3 years' experience delivering ticketing and data functions in sectors like theatre, heritage, visitor attractions, or hospitality.
- Proven experience using CRM and ticketing systems (ideally Spektrix) in a customer-focused or cultural organisation.
- Skilled in event builds, pricing strategies, and managing financial components within ticketing systems.
- Confident in producing and interpreting reports on sales, audiences, and financial performance.
- Track record of cross-team collaboration (Marketing, Customer Services, Programming, Finance).
- Experience managing customer communications, including resolving enquiries and complaints.
- Line management or supervisory experience, including performance reviews and staff development.
- Comfortable training colleagues and supporting digital tool adoption.
- Strong knowledge of ticketing, CRM, and audience data systems.
- Data-driven, with the ability to generate insights to support strategy.
- Excellent organisation, accuracy, and project management skills.
- Clear communicator, both written and verbal.
- Skilled in documentation and internal training delivery.
- Able to manage deadlines and competing priorities.
- Proficient in Microsoft Office, particularly Excel, and reporting/dashboard tools.
- Strong understanding of customer service and audience experience best practice.
- Proactive, solution-oriented, and focused on continuous improvement.
- Collaborative team player with strong interpersonal skills.
- Calm under pressure, particularly in live event settings.
- Committed to equity, diversity, and inclusion.
- Flexible, with willingness to work evenings and weekends as needed.

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This job description is intended as a guide to the duties expected of the post-holder. These duties may be reviewed from time to time to meet the needs of the business.

This job description is not contractual

As a new organisation Shakespeare North Playhouse will inevitably change as we grow and develop over the coming years. Any new appointees will be required to show a flexible approach to this process – which may involve revisions around job description, titles, roles and departmental structures.

How to Apply

If having reviewed the job description and information about the Shakespeare North Playhouse you consider yourself to be a good fit for this role, please email a CV, a cover letter of application and completed equal opportunities form to recruitment@shakespearenorthplayhouse.co.uk

The cover letter of application should be of no more than 2 sides of A4 addressing how your experience matches the role description, why you are interested in the role and why you think your skills and experience would make you a good candidate. Alternatively, you may submit a video/audio file of no more than 10 minutes in length. You can do this via WeTransfer or an alternative file transfer service.

The closing date for applications is **Monday 1 September 2025**

Diverse representation

We encourage and welcome applications from people whose background and experience are underrepresented in the cultural sector. We are committed to inclusive working practices and understand there may be barriers people face when considering an opportunity like this. If you are interested in applying for this role but feel there are things that may prevent you from getting involved, please get in touch and let us know how we can support you in making your application and throughout the selection process.

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Equality Monitoring

Please provide equality monitoring information on the form provided so that we can monitor the Shakespeare North Trust's equality policy and practices. The information you provide will not impact on the consideration of your application and will be used solely for the purpose of monitoring.

Data Protection

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application in the recruitment process. Once the process is completed the data relating to unsuccessful applicants will be stored for a maximum of 6 months and then destroyed. If you are the successful candidate, your application will be retained and form the basis of your personnel record. By submitting your application, you are giving your consent to your data being stored and processed for the purpose of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate. In submitting your application, we will assume that consent by you is given. We refer you to Shakespeare North's job applicant privacy notice which you should read before applying for this role.

If you have any questions or would like to have an informal conversation about the role before applying, please contact us via email at recruitment@shakespearenorthplayhouse.co.uk