

## **Audience Experience Manager – Job Description**

**Responsible to:** Theatre Manager  
**Responsible for:** Box Office and Front of House of volunteers

### **About The Kenton**

The Kenton is a vibrant and historic theatre that has been entertaining audiences since 1805. From toe-tapping music and gripping drama to comedy, dance and family-friendly shows, The Kenton offers something for everyone in its intimate 240-seat auditorium. This beloved venue is also a hub for local community groups and private events, bringing people together in celebration of culture. With over 250 performances a year and an annual income of £700k+. The Kenton plays a vital role in the cultural landscape of Henley-on-Thames and the surrounding area.

### **Purpose of the Role**

The Audience Experience Manager (AEM) will be responsible for ensuring the exceptional delivery of all audience services at our Grade II listed theatre. The role involves overseeing the smooth and efficient day-to-day operations of Front of House, Bar, Coffee Bar and Box Office, as well as identifying and implementing strategies to maintain and enhance the Front of House experience.

The AEM will lead and develop a team of over one hundred volunteers who perform the roles of Front of Managers, bar and coffee bar staff, ushers and Box Office assistants. They will guide the team in maintaining a safe, warm, friendly, and vibrant environment for audiences, visitors, and staff. The AEM will play a crucial role in upholding excellent customer service for all theatre patrons, visiting companies, and artists.

In collaboration with the Marketing Manager, the AEM will contribute to audience development initiatives and projects.

### **Main duties and responsibilities**

#### **Front of House Management**

- Responsible for the day-to-day management of Front of House operations.
- Ensure the Front of House and Box Office teams are motivated to maximise sales and provide high standards of customer care.
- Act as a Front of House Manager during at least one performance a week.

- Ensure, on performance days, that there is an informative hand-over to the show team.
- Ensure Front of House and Box Office teams are staffed appropriately, taking responsibility for the recruitment, selection and line management of volunteers in line with the venue requirements and company policy.
- Provide training for Front of House and Box Office volunteers, both at the induction stage and on an ongoing basis, to ensure high standards are maintained.
- Ensure special events are appropriately staffed and requirements are fulfilled as appropriate.
- Work with the Theatre Manager and other members of staff to ensure that the Front of House volunteers are fully briefed and have a comprehensive knowledge of upcoming shows and events, as well as membership and supporter schemes and can ensure the effective promotion of opportunities and availability of information for customers.
- With the Theatre Manager, develop a new Volunteer Programme and documentation which will cover the life cycle of a volunteer which includes recruitment, onboarding and training, scheduling, engagement, communication and feedback, recognition and appreciation, retention strategies and retirement.
- Responsibly manage any appropriate budgets.
- Provide management reports to the Theatre Manager and Board of Trustees as required.

### **Bar and Coffee Bar Management**

- Manage the bar and coffee bar, overseeing staffing, stock, maintenance, cash management and financial reconciliation and technical issues.
- Be trained in bar procedures and provide occasional cover.
- Implement a stock management system and provide figures for the formal annual stock take for the end of year accounts.
- Carefully monitor stock lines, profit margins and wastage to maximise profits.
- Carry out regular pricing reviews and benchmarking.
- Develop idea for additional income generation, communicating and implementing development opportunities as appropriate with the Theatre Manager.
- Manage budgets for income and expenditure for the bar and catering operation.
- Develop the use of the theatre's EPOS system and provide regular reports from the system including comparative sales reports and ROI on specific initiatives.
- Ensure that appropriate service speeds are achieved and policies relating to service standards and procedures are followed.
- Ensure that all relevant legislation (licensing etc) is adhered to.
- Control cash handling and reporting of income and expenditure, including banking of cash takings.
- Liaise with the Finance Administrator and external Bookkeepers to ensure weekly cash reconciliation is managed appropriately and any discrepancies are investigated and resolved.
- Ensure accurate cashing-up and cleaning procedures, ensuring that all procedures are carried out at the end of each shift.

- Accept and put away stock, maintain effective stock control, storage, rotation and inventories to minimise wastage.
- Report any issues relating to deliveries to the Finance Administrator.
- With the Facilities Manager, ensure all bar and coffee bar equipment is serviced and maintained in line with the theatre's ongoing maintenance programme.
- Report and discuss any maintenance issues with the Theatre Manager and Facilities Manager.
- Review and develop Policies and Procedures as necessary with the Theatre Manager.

### **Box Office Management**

- Maintain the Box Office as a friendly and welcoming environment for visitors to the venue, ensuring the Front of House areas are always tidy and presentable.
- Provide support as required to Box Office volunteers during Box Office opening hours (11am to 3pm from Monday to Saturday and one hour in advance of each show).
- Enthuse the team to deliver the best service possible by motivating, monitoring, and inspiring everyone to work as a team.
- Ensure the box office is staffed appropriately, including carrying out shifts on the Box Office as required.
- Preparing and managing volunteer rotas and responding to sick leave cover and emergency volunteer issues.
- Manage the work of the Bookings and Finance Administrator in relation to putting shows on sale.
- Manage all administrative ticketing processes to ensure events are put on sale in a timely manner and with accuracy, including liaison with producers, event promoters, hirers and external agencies.
- Provide an efficient and productive booking system for the public, including counter, phone and online sales.
- Allocate and record vouchers to prize winners.
- Set up weekly sales reports, post-show sales reports for settlements and other reports as required.
- With support from Spektrix (our ticketing system), carry out an audit of all current reports and make recommendations for reports going forward.
- Set up and ensure the correct administration and monitoring of ticketing offers and deals.
- Process and manage complimentary ticket requests, making sure procedures and systems are well maintained. This includes press, company, venue, and staff comps.
- Assist in the processing of Friends/Patron Membership scheme purchases.
- Oversee Box Office email account and phone line and deal promptly with enquiries.
- Ensure all Box Office information, such as concessions policies and opening hours, are accurately and appropriately publicised via the website and recorded phone announcements.
- Be the first point of contact for feedback around refunds and exchanges, to include helping with complaint resolution.

- Be the main contact for group bookings including school bookings and develop initiatives to increase group bookings in conjunction with the Marketing Department.
- Act as the Box Office system manager, including the configuration of events, cleaning and maintaining the database, installing updates, designing new reports, creating new facilities, fixing technical problems and liaising with the system provider and other suppliers.
- Complete the relevant accountancy procedures, accurately recording the daily Box Office takings and dealing with discrepancies as required.
- Act as the data controller and ensure that all members of the Box Office team are trained in issues around data protection and apply these when taking bookings.
- Maintain stock levels of tickets, stationery and publicity material, ensuring stocks are ordered in line with business needs.
- Oversee the sale and management of the Theatre Token system and the theatre's own gift cards.
- With the Marketing Department, manage the sale of any merchandise keeping the merchandise display cabinet refreshed and up to date and make suggestions for additional merchandise lines, particularly in relation to our annual Christmas pantomime.
- Ensure the Box Office Handbook is reviewed and updated as necessary.
- Monitor ticket sales and discuss any concerns with the wider team.

### **Health and Safety**

- To assist the Theatre Manager, Facilities Manager and Technical Manager in developing and refining incident plans and safety procedures.
- Abiding by and promoting the Theatre's health and safety policy in conjunction with current health and safety legislation and ensuring that all members of the front-of-house team are trained in and comply with emergency and safety procedures.
- Ensure that all FOH volunteers are familiar with the theatre's fire evacuation procedures and that volunteers receive regular fire awareness training and take part in regular fire drill practice.

### **Organisational commitments**

- Carry out any other task required on an ad hoc or continuing basis, commensurate with the general level of responsibility of the post.
- Be accountable for yourself and others, in line with our Health & Safety Policy and Safeguarding Policy.
- Deliver a warm welcome and excellent customer service to all audience and visitors to The Kenton.
- Contribute to activities that support income generation and fundraising.
- Contribute to our environmental sustainability goals.
- Undertake relevant training and development as required.

## Person Specification

### We are looking for someone who has:

- Proven experience in leading customer-facing teams and delivering high standard of customer service.
- Experience of running a bar/café or working in a similar environment.
- Excellent computer literacy and able to quickly learn new software.
- Experience of cash handling.
- Ability to work independently and with a busy team, and to manage, train and motivate other colleagues.
- Ability to exercise initiative, take personal responsibility and resolve issues independently.
- Excellent verbal and interpersonal communication skills and good written communication skills.
- Strong attention to detail.
- Good administrative skills with the ability to maintain systems and records.
- Knowledge of health and safety and licensing laws and regulations with experience in implementing and monitoring safe working practices.
- Strong organisational, time management and prioritisation abilities, working effectively under pressure and having the flexibility to adapt quickly to demands.
- An interest in or passion for performing arts.
- Flexibility in relation to duties and working hours, which will include regular evenings and weekends.

### Desirable skills:

- Experience in volunteer management.
- Experience of working in a Box Office in a similar venue.
- Knowledge of Spektrix ticketing software system (or similar), including ticketing and event set up.
- Experience of using CRM systems.
- Knowledge of website maintenance using content management systems.
- Current first aid qualification.
- Personal licence holder.

## Terms and Conditions

Salary: £26,520 per annum

Hours: 34 hours per week. Hours to be worked between operating hours (9am and 11pm) and to include regular shifts on evenings and weekends

Annual Leave: 28 days per annum including Bank Holidays pro rata (rising by one day per year of service to a maximum of 33 days)

Probation: This post is subject to a three-month probationary period

Contract type: Permanent

Location: Based at the theatre

### **Application Process**

Please email a CV and cover letter to: [recruitment@thekenton.org.uk](mailto:recruitment@thekenton.org.uk) ensuring that **Audience Experience Manager** is included in the subject line. Please ensure you complete our Equal Opportunities form, which is available on our website, and send this together with your application.

For further information please contact Lottie Pheasant, Theatre Manager at [lottie.pheasant@thekenton.org.uk](mailto:lottie.pheasant@thekenton.org.uk)

Deadline for applications: **9am on Monday 24 March 2025**

In-person interviews to take place: **week commencing 31 March 2025**

We will be reviewing applications on an ongoing basis and encourage you to submit your application early. We reserve the right to close this vacancy earlier than the deadline if a successful candidate is appointed.