

Job Description – Front of House & Bar Manager (July 2021)

About the Coronet Theatre

The Coronet Theatre is a risk-taking, international theatre in an iconic, Grade II listed building in London's Notting Hill. Both its programme and the building's restoration is curated by Artistic Director & CEO Anda Winters.

The Coronet Theatre presents an eclectic programme of theatre, film, dance, music, poetry and visual art in its intimate 195-seat main auditorium and 90-seat studio space, re-named The Print Room in recognition of the company's previous home at a nearby print works. A fusion of multi-disciplinary international and UK work, The Coronet Theatre stages a mix of new productions, commissions and visiting artists, including a number of UK and world premieres. We offer memorable and often unexpected experiences for our audiences, while supporting established artists and nurturing new talent.

Overview of Role

The Front of House & Bar Manager is responsible for the smooth and efficient day to day running of the The Coronet Theatre's Front of House, Bar, and Box Office, as well as the identification and implementation of long term strategies for Front of House management development. They lead and develop the team of casual duty managers, bar staff and ushers, as well as the Box Office assistant, in both their activity and their approach to provide at all times a safe, warm, friendly and vibrant environment for audiences, visitors and staff. They take a lead role in maintaining excellent customer services to all theatre patrons, visiting companies and artists.

The Front of House & Bar Manager will also work with the Marketing and Development departments on audience development initiatives and projects, and monitor and report upon sales and audience statistics as needed.

Responsible To: Head of Operations

Salary: £28,000 per annum

Contract Length: Full Time. 40 hours per week, including evening and weekend work required.

Responsible For: Box Office Assistant, Casual Duty and Bar Managers, Casual Front of House Staff.

Specific Duties:

Front of House Management

- To be 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.
- To act as Duty Manager as required during key performances and events identified.
- To ensure, on a daily basis, that there is an efficient and informative hand-over from core staff to evening show team.
- Ensure Front of House and Box Office teams are staffed appropriately, taking responsible for the recruitment, selection and line management of employees in line with the venue requirements and company policy.
- Provide training for front of house and box office staff, both at the induction stage and on an ongoing basis, to ensure high standards are maintained. Training to include: customer service, access, licensing, health & safety including invacuation and evacuation.
- To manage employee rota/attendance records, in line with company policy for all front of house and box office employees, providing accurate wage information for FOH staff to the Book Keeper.
- To train key personnel in all aspects of the box office system so that they are able to deputise as necessary.
- Ensure special events are appropriately staffed and requirements are fulfilled as appropriate.
- To work with the Operations, Marketing, Development and Producing teams to ensure that the Front of House staff are fully briefed and have a comprehensive knowledge of upcoming shows and events, as well as membership and supporters schemes and can ensure the effective promotion of opportunities and availability of information for customers.
- To responsibly manage any appropriate budgets, alerting the Head of Operations about any potential budgetary overspends prior to committing to expenditure.

Bar

- To manage the bar, overseeing staffing, stock, maintenance, financial reconciliation and technical issues.
- To be trained in bar procedures and provide occasional cover.
- To ensure that promotional materials are current and regularly refreshed.
- To ensure that merchandise stock levels are monitored and maintained.

T H E C O R O N E T T H E A T R E

Box Office Management

- To act as the Box Office system manager (currently SPEKTRIX), 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.
- To extract and analyse reports including key performance indicators for internal departments and visiting companies.
- To complete the relevant accountancy procedures on a daily basis, accurately recording the daily Box Office takings, dealing with discrepancies as required (e.g. bounced cheques, declined cards etc).
- To load new events on to the box office system prior to each event and season. To set up offers and promotions as required.
- To maintain information files relating to productions on the Spektrix system.
- To act as 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.
- To maintain stock levels of tickets, stationery and publicity material, ensuring stocks are ordered in line with business needs.
- To direct box office staff to ensure that data is cleaned regularly to avoid duplicate accounts and ensure accurate customer records.
- To ensure that the Box Office provides a high level of customer care at all times. To work closely with the Operations and Marketing departments to develop & maintain a customer care policy ensuring the highest standard of service across the organisation.
- Provide an efficient and productive booking system for the public, including counter, phone and online sales.
- To lead and motivate the Box Office team to achieve sales targets. Monitor ticket sales and communicate any concerns to the Marketing Dept.

Marketing & Development

- To work with the Marketing and Development departments to provide meaningful insight into audience characteristics so as to maximise revenue.
- To implement a customer relationship management programme in association with the Marketing Dept to increase customer retention, loyalty and frequency/volume of tickets purchased. Interrogate box office information to identify key customer segments, trends and purchasing patterns, and provide recommendations of ways this can be interpreted to inform marketing activity and tailor communication to customer needs.
- To undertake ongoing audience and market research in partnership with Marketing Dept.
- To prepare data for direct marketing campaigns in line with the direct marketing schedule and evaluate the effectiveness through analytics.

Customer Care

- Maintaining the box office as a friendly and welcoming environment for visitors to the venue, ensuring the Front of House areas are tidy and presentable at all times.
- Ensure all box office information such as concessions policies and opening hours are accurately and appropriately publicised via the website and recorded phone announcements.
- Dealing with customer comments and complaints in an appropriate manner.

Health and Safety

- To assist the Artistic Director/CEO and Head of Operations in developing and refining incident plan and safety procedures.
- To abide by and promote the theatre's health and safety policy in conjunction with current health & safety legislation, and ensure that all members of the front of house team are trained in and comply with emergency and safety procedures.
- Ensure that all FOH staff are familiar with the theatre's fire evacuation procedures and that staff receive regular fire awareness training and take part in regular fire drill practice, carry out daily checks and keep records up to date.
- Liaise with staff to ensure that all users of the building including our resident productions and visiting companies receive safety and building inductions and are fully versed in building procedures and fire and evacuation procedures.
- Be a first aider on behalf of the Coronet.
- To keep accident records and appropriate first aid supplies.

Person Specification

The successful candidate may have:

- Proven experience of leading customer facing teams.
- Experience in staff supervision.
- Knowledge of Spektrix box office system.
- Excellent proven customer service skills.
- Ability to exercise initiative, take personal responsibility and resolve issues independently.
- A positive, solution focused attitude to work.
- Excellent verbal and interpersonal and good written communication skills.
- High level of IT literacy (MS Office).
- Good administrative skills with the ability to maintain systems and records.
- Knowledge of Health & Safety and licensing law and regulations with experience of implementing and monitoring safe working practices.
- Strong organisational, time management and prioritisation abilities working effectively under pressure and the flexibility to adapt quickly to demands.
- Flexibility in relation to duties and working hours which will include evenings and weekends.
- Current first aid qualification.
- Personal licence holder (desirable).