



REGENT'S PARK
OPEN AIR
THEATRE

Recruitment Pack

VISITOR SERVICES MANAGER



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ABOUT US


Established in 1932, the multi-award-winning Regent's Park Open Air Theatre is one of the largest theatres in London (at a capacity of 1,304). Passionate about producing popular, enriching and unexpected theatre that provides a lens into the here and now, the scale and ambition of our productions together with our magical outdoor setting makes us unique in the capital's cultural landscape. In 2024 we welcomed over 180,000 people to our 27-week summer season.

Over the last fifteen years, our productions have won seven Olivier Awards, ten WhatsOnStage Awards, and four Evening Standard Awards. We were named London Theatre of the Year in 2017 by The Stage, and received the Highly Commended Award for London Theatre of the Year in 2021. Our productions have toured the UK, and have transferred to both the West End and the United States. Our 2016 revival of *Jesus Christ Superstar* has just finished tours of both the UK and North America, and has recently commenced a tour of Australia. Our 2024 revival of *Fiddler on the Roof* will transfer to London's Barbican Theatre this summer, followed by a UK and Ireland tour.

As a registered charity that receives no regular public subsidy, we rely entirely on earned income and charitable contributions. Nevertheless, we introduced 33,000 tickets at £15 across the whole of 2024's summer season and we regularly work with local charities. Each year, on average, we subsidise tickets for 6,000 school pupils.

Food and drink plays a significant role in the Open Air Theatre experience, with our in-house bars and restaurants including Covered Dining (recently certified as a Sustainably Run Restaurant), The Grill and The Pizza Oven. We also have our own picnic lawn and the West End's longest bar!

Regent's Park Open Air Theatre has become one of the most independently sustainable and financially successful producing theatres in the country, and we're proud to embark on the next stage of our vision with ever increasing artistic ambition and entrepreneurial spirit.



REGENT'S PARK OPEN AIR THEATRE IS A MAGICAL SANCTUARY FROM THE HUSTLE AND BUSTLE OF THE CAPITAL.

The Times

OUR VISION, MISSION & GUIDING VALUES

VISION

To help people make sense of the world under a shared sky.

MISSION

Celebrating our unique and experiential outdoor setting, we create popular, enriching and unexpected theatre that provides a lens into the here and now.

GUIDING VALUES

Ambitious
Open
Independent
Connected
Joyful

UNDERLYING PRINCIPLES

01 **Equity, Diversity & Inclusion**

03 **History & Heritage**

02 **Environmental Sustainability**

04 **Civic Responsibility**

STRATEGIC PRIORITIES

01 **Producing Expansion**

02 **Developing Audiences & People**

03 **Organisational Growth**


JOB ROLE

KEY RESPONSIBILITIES

We are looking for a diligent, proactive and passionate Visitor Services Manager to play a key role in the day-to-day operation and management of the theatre, supporting the Head of Visitor Services & Operations in the effective delivery of the box office, front of house and building operations.

Box Office

- To be a main point of contact for the ticketing/fundraising system (Spektrix) ensuring that it is used consistently across the organisation.
- Oversee the smooth running of the venue box office operation and training new users.
- Assist in the set-up and configuration of all bookable events, catering, membership packages and merchandise on Spektrix, and set-up the reporting structures for such.
- Maintain relationships with the ticket agents to manage sales, allocations and mark backs.
- Safe keep all visitor services income, ensuring that accurate and consistent accounting, and banking practices are maintained across the department in line with company procedures.
- Facilitate group, access, corporate and education bookings, from reservation through to payment.



REGENT'S PARK OPEN AIR THEATRE IS FAST BECOMING THE NEW POWERHOUSE FOR EYE-OPENING MUSICAL REVIVALS.

Broadway World



- Liaise with schools, external agencies and facilitators for bookings and workshops, as well as arranging post-show discussions and education events when required.
- Take a lead on organising and facilitating access performances.

Front of House

- Be a highly presentable, visible and accessible management presence during opening hours and to represent the company with diplomacy, discretion and courtesy at all times.
- Deal with all in person customer problems, comments and complaints, escalating as necessary.
- Take a lead on the recruitment, administration, interviews, and provision of robust training for all seasonal members of the team.
- Assist with managing the Visitor Services Team rota
- Research and oversee the management of consumables and merchandise.
- Proactively manage and monitor the shared email inboxes, ensuring enquiries are dealt with promptly.
- Assist with the on-the-day needs of current and prospective key accounts including groups, schools, corporates and partners including, but not limited to, organising pre-ordered ice creams, programmes, merchandise and catering, setting up private entertainment areas and allocating staff accordingly.
- Provide Stage Door cover when required.

Duty Management

- Ensure compliance with all licensing, fire, security, safety, safeguarding and other company regulations and policies.
- Being a keyholder, opening and locking up the site where necessary, and act as a first aider.
- In the event of an emergency, lead the response in line with company policies and procedures and liaise with the emergency services as necessary.



Hire Operations

- Manage the operational delivery of external event hires, liaising with confirmed bookings over room requirements/requests, setting up facilities as per the hire agreement, meeting with hirers and conducting inductions, and being the main point of contact for hirers when duty managing.
- Regularly check all spaces to ensure rooms are presented to a high standard, and any damages are reported at the end of each hire.

Health & Safety and Security

- Maintain a safe and secure working environment, adhering to licensing law and health and safety legislation with a focus on site security
- Monitor all health and safety, first aid, access and maintenance requirements, making recommendations as appropriate and reporting any areas of concern.
- Proactively maintain a thorough knowledge of safety and emergency procedures and perform an integral role in evacuation procedures.
- When the site is open to the public, assume the role of Duty Manager on a rota basis, leading the response to any crisis situation.

General

- Maintain an awareness of the work of all departments and their need for support, facilitating excellent communication and cooperation between departments.
- Comply with all company policies and undertake any other reasonable duties as required by the senior management.
- Support and deputise for the Head of Visitor Services & Operations, where required.
- Any other duties as reasonably requested by the Head of Visitor Services & Operations or Director of Communications & Audiences.



PERSON SPECIFICATION

Essential

- Management experience in a theatre ticket sales environment and in a front-line customer services role.
- Excellent communication and customer service skills, including when dealing with complaints and difficult situations.
- A positive attitude with the ability to work well within and support a strong team ethic.
- Calm, organised and tactful approach with the ability to independently problem-solve.
- Understanding and experience of customer service, equal opportunities, health and safety and accessibility.
- Good written and spoken English, proven interpersonal skills with a strong ability to communicate effectively with a wide variety of people in a confident and friendly manner.
- Good computer literacy (Microsoft Word and Excel), including previous experience of any major box office system.
- Availability to work unsociable hours.
- Understanding and commitment to equity, diversity and inclusion.
- A passion for Regent's Park Open Air Theatre and the work we produce.

Non-Essential

- Experience of working in a theatre or public venue.
- First Aid qualification.
- A Personal License.
- Experience of maintaining safety at work in a public space.

If there are some skills in the Essential criteria that you do not currently have but feel you could learn and develop for this role, please still apply and note this in your application.



**AS DARKNESS ENCROACHES,
THERE IS NO MORE GLORIOUS
PLACE TO GET ONE'S FILL OF
CULTURE.**

The i

TERMS & CONDITIONS

Job Title:

Visitor Services Manager

Responsible to:

Head of Visitor Services & Operations

Working closely with:

The wider Communications & Audiences teams across Bars & Dining, Marketing and Visitor Services; Senior Environment Manager.

Contract:

Full-time, permanent.

Basic Working Hours:

Whilst the theatre is in operation (including any out of season events/ studio hires), you will work 5 days out of 7 days (Monday to Sunday) on a rota basis. Hours of work are flexible in line with performances, events and hires (including evenings and weekends) and average 40 hours per week. When the theatre is not in operation or there are no hires, the office is open between 9am and 6pm. Evening and weekend work will be required. You may be required to work on bank and public holidays.

Work Base:

Regent's Park Open Air Theatre, Stage Door, Open Air Theatre, London, NW1 4NU.

Remote working possible at times out of season, subject to agreement with Line Manager.

Salary:

£33,500 per annum, paid monthly by PAYE.

Benefits:

Contributory pension scheme.

Two complimentary tickets for each of the summer season's lead productions.

Staff discount at the theatre's bar and catering outlets.

Training and development opportunities.

Private health care after 1 year's continuous service.

Annual Leave:

22 days per annum plus Bank Holidays and discretionary days in December to cover any potential festive shutdown period.

Notice Period:

2 months (1 month during Probationary Period)

Probationary Period:

6 months



ONE OF THE GREAT UNDERSUNG THEATRICAL SUCCESS STORIES, PACKED WITH AWARDS, AS WELL AS MOUNTING CRITICAL AND AUDIENCE ACCLAIM.

Evening Standard



HOW TO APPLY

To apply for this role:

Please download and complete the Personal Details Form and Application Form from our website (openairtheatre.com/jobs), and return to jobs@openairtheatre.com by no later than **10am on Monday 31st March**.

Should you prefer to answer the questions in the Application Form by submitting a video of yourself (lasting no more than 10 minutes) or a voice note (lasting no more than 10 minutes) instead of a written form, then please do.

First Round interviews are currently scheduled to take place on **Thursday 3rd April**. We will notify you either way if you have been selected for interview or not.

Second Round interviews, if required, are currently scheduled to take place at the beginning of the **week commencing Tuesday 8th April**.

Feedback will be provided to all first round interviewed applicants on receipt of a written request no later than 1 week after the date of interview. We regret that due to the volume of applications expected feedback cannot be provided to applicants who aren't invited to interview.

Should you have access requirements or need any reasonable adjustments to be made in order to apply for this role and/or attend an interview, please e-mail jobs@openairtheatre.com.

Regent's Park Open Air Theatre is an equal opportunities employer and our recruitment process is open to all, regardless of disability, ethnicity, sexuality, gender identity, religion, caring responsibilities, and/or socioeconomic background. Our aim is to achieve greater diversity so that our organisation better reflects the city and country in which we live and serve, and to foster an organisational culture that is inclusive, respectful and safe.

We welcome and encourage applications from people of all backgrounds, perspectives, identities and lived experiences, and in particular those of the global majority and those who are disabled.

Please click the following link to complete the survey which will help us to effectively monitor our Equity, Diversity & Inclusion work by identifying barriers to working or engaging with Regent's Park Open Air Theatre:

<https://www.surveymonkey.com/r/Y7V7PJS>.