



Job Pack



Ticketing & Sales Manager

Welcome From Our Co-CEOs

Thank you for your interest in working with us at the Society of London Theatre and UK Theatre. Our organisations are the membership bodies for the theatre sector, representing theatre producers, managers, owners, and operators both in London's West End and across the UK.

This is an exciting opportunity to work for our organisations, working on behalf of a vibrant and diverse sector, at a critical time for our industry. After we joined the organisations, we started a strategic review process which defined who we represent and our new vision and mission.

Our vision is a dynamic, sustainable and world-class theatre sector.

Our mission is to champion theatre and support our members to thrive.

However, we can't achieve our vision and mission alone. That's where you come in. To achieve our goals, we need an organisation that is fit for purpose, with the people, systems and processes needed to make an even greater impact for our members. The candidate we are looking for is someone who can embody our values, our vision and mission and the competencies for the role.

Theatre and the performing arts industries enrich our lives and strengthen our sense of belonging and are a cornerstone of both the levelling up and growth agendas. Alongside the social and cultural benefit our members provide, theatre is also a key component of our fast-growing creative industries. Domestically, theatre generates £2.39bn GVA, supporting 205,000 workers. For every £1 spent on a theatre ticket, an additional spend of £1.40 is generated in local economies, adding up to £1.94bn per annum of extra value added to local economies by theatre audiences.

We have a fantastic team of around 60 people working across our main office in Rose Street and the Official London Theatre Ticket Booth in Leicester Square. Our social committee ensures that we have plenty of opportunities to get to know each other and our sustainability committee is working hard to ensure we play our part in protecting the planet. While a background in theatre or the arts is not essential, an appreciation for performing arts and the importance of cultural activities as an integral part of our lives is important.

We hope you find this role of interest and look forward to receiving your application.

All best wishes,

Claire Walker & Hannah Essex

Co-Chief Executives

Who we are & what we do

Based in the heart of Covent Garden, Society of London Theatre (SOLT) & UK Theatre are the membership bodies for the theatre sector, representing theatre producers, managers, owners and operators.

We have a shared staff team working together to deliver our joint vision and mission for our two organisations.

Our vision – the world we want to see – is a **dynamic, sustainable and world-class theatre sector**.

Our mission – what we do as an organisation – is to **champion theatre and support our members to thrive**.

In order to deliver on our vision and mission we have three joint priority areas for both organisations. These bring together our membership services, advocacy campaigns, audience initiatives and major events and awards.

Our three joint priority areas are:

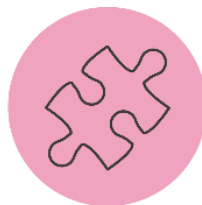
- **Membership:** Developing a growing, engaged and united membership
- **Audiences:** Increasing engagement with theatre
- **Advocacy:** Create the conditions for theatres to thrive

Our values



Purpose

We work with and for our members



Contribution

We own our impact



Ambition

We believe in the art of the possible



Collaboration

We are all in it together



Inclusion

We champion and celebrate diversity

Our commitment to Diversity, Equity and Inclusion

We are committed to putting diversity, equity and inclusion at the heart of everything we do. We do this through recruiting from the widest spectrum of channels, constantly reviewing our policies and procedures to ensure they are fit for purpose and giving all our staff a voice. Our mission to produce a skilled, diverse and productive workforce for now and the future is crucial to our success as an organisation.

Ticketing & Sales Manager

Role description

The focus of this role will be to increase ticket sales across our various brands, ensure we hit targets on our existing revenue streams, identify new commercial opportunities and build relationships with new and existing partners.

You will also manage the team and oversee the running of the Official London Theatre Ticket Booth in Leicester Square.

This is an exciting new role within the organisations for an ambitious individual who is keen to make a difference. We are looking for someone who can effectively manage a team and can successfully build and develop relationships within the theatre industry.

How to apply

To apply for this role please email your CV and a cover letter outlining the qualities/skills/experience and knowledge you will bring to the role, including in the email subject line, **Your Name, Ticketing & Sales Manager, SOLT & UK Theatre** to jobs@soltukt.co.uk.

Closing Date for Applications: Sunday 9 November 2025.

We welcome applications from all and are open to discussing access requirements. If you would like to discuss any access needs during your application or, if you are selected for interview, at the interview stage, please email us at jobs@soltukt.co.uk and the HR team will get in touch with you.

Contract type	Permanent. Full-time (5 days/35 hours per week)
Salary band	The band for this role is £40,000 - £55,000 with the expectation you will start at the bottom of the band.

Key responsibilities & accountabilities	• Work with our members to ensure we are selling all SOLT member venue shows. • Build and maintain relationships with London sales and marketing agencies, communicate feedback and work with the wider team to continually strength and exploit potential opportunities. • Plan and implement strategies to secure below-the-line offers to select targeted groups. • Work with the wider commercial and marketing teams to recommend and implement changes to the Official London Theatre website to improve the UX journey and increase ticket sales. • Provide detailed and accurate reporting on ticket sales both internally and to our members and their agencies. • Contribute to our ticketing strategy across full price, on-the-day sales and special offers. • Support with current and future audience development campaigns (e.g. Kids Week). • Design and implement successful sales strategies for the Ticket Booth digital screen advertising to ensure income targets are met. • Be proactive in identifying potential future commercial opportunities and work effectively with colleagues to realise. • Work with our ticketing partner, See Tickets to maximise opportunities. • Maximise the opportunities surrounding our 'Show Of The Week' campaign. • Cover the news inbox to ensure sales and content is live on the Official London Theatre website in a timely manner. • Support the Partnerships Team in delivering activations pertinent to ticket sales and the Ticket Booth.
---	---

	• Manage the Ticket Booth Team and oversee the running of the Ticket Booth. • Manage the staffing rota and workflow at the Ticket Booth to ensure efficient and effective service is maintained for customers. • Negotiate and work with sales and marketing teams, to ensure on-the-day prices are competitive. Work with the Ticket Booth Team to manage and facilitate. • Together with the Ticket Booth Lead, ensure high levels of customer service are maintained
Directorate	This role sits within the Audience and Commercial Team (ACT) whose focus is to build and retain audiences, generate income, and drive sales through our ticketing, promotions and Theatre Tokens operations, secure sponsorship, and identify new business opportunities to support our work and that of our members, raise the profile of theatre through our major events, campaigns and awards programme. Our team deliver expert marketing and communications support for the benefit of our members, the wider organisation and our commercial operations. Reporting to your line manager: Head of Commercial Operations Direct reports: Ticket Booth Lead; Ticket Booth Sales Advisors plus the Casual Team; and the Listings & Sales Coordinator
Technical knowledge & skills required	Experience of working in a theatre, venue, agency or similar environment Knowledge of the London theatre industry Knowledge of ticketing systems Excellent written, communication and interpersonal skills

	Strong organisational skills Accuracy and high level of attention to detail; high level of numeracy Ability to prepare and deliver presentations Ability to create informative internal and external reports detailing and analysing key sales figures Fluent in Microsoft Office packages
Competencies	Ability to successfully manage a team Able to converse with a diverse range of people at all levels of business Strong negotiating and diplomacy skills Self-Driven Commitment to remedy problems using own initiative Able to work effectively as part of a team, always maintaining a positive outlook. Commitment to equality and diversity

Working with us

Location	Our main office is based in Covent Garden; London and the Ticket Booth is based in Leicester Square. Depending on the role, we have an agile working policy which means that we expect minimum of 60% of your working hours to be spent in the office or with members each week. You are, of course, welcome to come in more than that if you prefer.
Flexible working	All roles are open to flexible working – e.g job share, reduced hours or other flexible working approaches.
Annual leave	Annual leave for a full-time role is 25 days, rising to 27 days after five years. Non contractual time off: your Birthday off or a day off within two weeks of your birthday. Company Closure Day, normally on a day next to a Christmas bank holiday.
Benefits & Perks	Society of London Theatre and UK Theatre support the welfare of their employees and offer a range of short-term and long-term benefits. We regularly review our employee benefits in consultation with staff to ensure our offer is competitive and fit for purpose in today's society. Your health & wellbeing The health and wellbeing of our staff is our upmost priority, and we offer a range of benefits. The following non-contractual benefits are currently available to employees: • WeCARE – Digital Wellbeing. A complete solution across Physical & Mental Health, Finance and Legal support. Advice from qualified professionals tailored to the individual. • MyStrength – One to one support with a qualified Wellbeing guide, a person there to help and support on your wellbeing journey. Support built around the individual. • Toothfairy – Smart dental App – Your personal dentist.

	• Paid annual eyesight test • Paid annual flu vaccine Your finances & protection We offer a pension scheme and further protections. Pension scheme • Contributory pension scheme - the current contributions are: ◦ Employer Contribution: 5% of gross pay ◦ Employee Contribution: Minimum 3% of gross pay Personal circumstances • Death-in-Service Insurance Cover – 3 x annual salary. Personal development • We invest and believe in continuous professional development and training opportunities for all. • Where appropriate, we suggest and arrange professional mentors to offer additional external guidance. Travel to work Many of our staff walk, use public transport or cycle to work or a combination of the above. The following apply after probationary period: • Interest-free Travel Season Ticket loan • Cycle to work scheme Theatregoing Our staff champion theatre and the work of our members. That includes attending regular theatre productions and visiting members (where appropriate) across the UK. • Staff are offered complimentary show tickets on set dates and sometimes to attend opening nights of productions. • All staff can buy Theatre Tokens with a 10% discount.
--	--

	Events & experiences We offer many opportunities to get involved with events such as West End Live, the Olivier Awards and Kids Week workshops. Socialising with colleagues We have a dedicated social committee with organisational budget. Recent events have included: a quiz night, karaoke, bowling, summer party, games night, festive celebration and many more. Sustainability We have a dedicated Green Committee to champion sustainability and a green agenda throughout our building and the way we work. Recent activities include swap and shop clothes recycling, reduction in all waste, a review of our energy use and much more. Local discounts • Local retail discounts through Heart of London Club and Love Covent Garden. • 20% off at Trevor Sorbie hair salon in Covent Garden.
--	--