

## **JOB DESCRIPTION FOR SALES AND INSIGHTS MANAGER**

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### **1. About us**

Sonia Friedman Productions (SFP) is a West End and Broadway production company responsible for some of the most successful theatre productions in London and New York.

Since 1990, SFP has developed, initiated and produced over 260 new productions and together they have won a staggering 63 Olivier Awards including a record-breaking 14 at the 2014 Awards. The company has also won 48 Tonys and 3 BAFTAs.

In 2019, Sonia Friedman CBE was awarded 'Producer of the Year' at the Stage Awards for a record-breaking fourth time. In 2018, Friedman was also featured in TIME 100, a list of Time Magazine's 100 Most Influential People in the World. In 2017, she took the number one spot in 'The Stage 100', becoming the first number one in the history of the compilation not to own or operate West End theatres and the first solo woman for almost 20 years.

### **2. Corporate Social Responsibility: our priorities**

- Next Generations: introducing tomorrow's audiences to the pleasures of live entertainment, recruiting and nurturing the next generation of industry talent.
- Inclusion: improving and promoting diversity, inclusion and well-being in the workplace.
- Sustainability: helping reduce our impact on the environment by making our business more sustainable.

We recognise that we do not have all the answers but we strive to listen, to learn and to change in order to ensure SFP becomes a truly inclusive organisation. We therefore welcome and encourage applications from individuals from the widest possible range of backgrounds and particularly welcome applications from those currently underrepresented in our workforce.

### **3. Everyone's responsibility**

Everyone at SFP is expected to play their part in achieving our goals and upholding our core values, by:

- Committing to creating and upholding a positive, inclusive culture that nurtures potential and supports well-being.
- Playing our part in reducing our environmental impact and finding more sustainable ways of working.
- Encouraging the next generation in live entertainment by contributing to our outreach and training programmes, including mentoring students and trainees.

Please see a job description of the role below. We welcome transferable skills from other industries or backgrounds.

#### **4. Job Description**

##### **SALES AND INSIGHTS MANAGER**

###### **JOB PURPOSE:**

The Sales and Insights Manager will work with the International Sales and Revenue Director to determine pricing, managing inventory, sales promotions and exploring new distribution opportunities to maximise revenue, will be responsible for rolling out sales strategy, and reporting to key stakeholders. They will work across SFP UK / Tour productions, but take ownership of the limited runs and European tours.

###### **POSITION OBJECTIVES:**

- Working alongside the SFP team, agencies, box offices and venue teams, execute the sales, revenue and ticketing strategy (pricing, inventory management and distribution).
- To deliver on goals and targets set by the Executive Producer, General Managers, Chief Marketing Officer and International Sales and Revenue Director.
- Provide critical sales analysis, insights and recommendations to achieve the desired results.
- Fully collaborate with the wider marketing and producing teams and share innovation, strategy and actively contribute to the commercial successes of the shows.

###### **DELIVERABLES:**

###### **Collaborate on the sales and ticketing strategy**

- Collaborating with the SFP team, marketing agencies, box office and venue to develop the sales strategy for the plays and musicals assigned and oversee their implementation and executions.
- Oversee the implementation of ticketing initiatives across productions to actively contribute to their commercial success.
- Brainstorm and strategise ticketing initiatives to maximize sales and increase revenue.
- Use data to help define audiences, help inform the marketing campaign and precision with marketing.

###### **Sales and Ticketing Strategy**

- Be an active and thoughtful participant in brainstorming sales and ticketing strategy, to maximise sales and increase revenue for all assigned SFP West End and touring productions.
- Working alongside the Marketing Data Analyst, use a data-lead approach to decision making.
- Use effective communication to share and discuss direction with key stakeholders.
- Look for improvements in operational processes to increase efficiency and reduce costs.
- Work collaboratively with ticket agents to increase sales opportunities and reach wider audiences.
- Support on the development, monitoring, evaluating, and adjusting pricing, inventory, and sales strategies.
- Identify and communicate key areas of risk, and opportunity to the International Sales and Revenue Director, and the wider marketing teams.
- Developing and taking ownership of the SFP Agency calendar to track initiatives across productions.

### **Setting Up New Shows for Sale**

- Lead on creating production notifications for new show set-up, and new booking periods, performance schedules, holds, and finalising seaters for sign off alongside recommendations from the Marketing Data Analyst.
- Liaising with the venue and theatre group management as the main point of contact for sales and setup.
- Lead on requesting scheduled reports to be sent from the ticketing systems to key stakeholders.
- Oversee inventory holds, including, but not limited to contractals, tech holds, house seats and company seats, and their release times.

### **Reporting and Data Analysis**

- Ensure effective, accurate and efficient sales of tickets across productions and ensure timely and accurate reporting to report on sales and marketing strategy effectiveness.
- Analyse relevant data to establish sales patterns and provide solutions and recommendations to be able to increase/maximise ticket sales and income.
- Prepare analysis and recommendations of sales strategies and report on them at regular marketing meetings and for the producers, both internal and external.
- Assist the Marketing Data Analyst in creating and preparing sales forecasts.
- Analyse emerging seating plans patterns to identify and act on opportunities and areas of concern.
- Develop insights into the production's audience data and emerging trends, communicating these into the team and where appropriate make recommendations.
- Alongside the International Sales and Revenue Director, and Marketing Data Analyst assist in the day to day running of select long running productions which includes inventory management, pricing management, and agency deal sheets.
- Alongside the Marketing Data Analyst manage the daily reports being sent out across SFP productions and provide industry context where suitable to the relevant production teams

### **Business Development and Distribution**

- Manage relationships with existing key partners such as Venue Operators, Ticketing Distribution Partners, Marketing Agencies and other Strategic Commercial Partners to ensure the continued success of all productions.
- Ensure efficiency of all booking processes, including successful integration with the ticketing platform and website.

### **Fully collaborate with SFP marketing team, and wider marketing partners to share innovation, strategy and actively contribute to the success of the shows.**

- Share learnings, insights and knowledge as and when required, based on live experience from previous shows.
- Contribute to the creation of robust processes to streamline the efficiencies of the sales and marketing department.

### **General**

- Influence and improve relationships with key clients, business partners, suppliers and internal stakeholders.

- Negotiate terms and contracts with external agencies on robust service level agreements and rates to achieve the best value for money in terms of cost and advice.
- Be present at performances, events, photoshoots, filming, photocalls and meetings as required (which will include some evening and weekend work).
- Complete such other duties as may be reasonably required.
- As this role will involve access to confidential and commercially sensitive information, it is essential that all such information is kept confidential.
- Work as part of a team, covering other team members during illness and holiday.

**ESSENTIAL QUALITIES / SKILLS / EXPERIENCE:**

- Proven arts experience in sales distribution, box office, revenue insights, sales and ticketing, or inventory management.
- Highly proficient in Microsoft Excel, Google docs, Powerpoint, and Word.
- Strong numeracy and confidence interpreting sales reports and managing budgets.
- An understanding and experience working in the West End theatre market. Touring and international experience is also a benefit.
- First-rate copy-writing and proofing skills.
- Confident professional communication manner.
- Discretion regarding sensitive information.
- Excellent attention to detail and time management skills.
- Ability to anticipate situations and plan for eventualities.
- Able to actively seek solutions to problems.
- Manage multiple high-level relationships and stakeholders.

**Preferred:**

- Thorough understanding of marketing campaigns, digital marketing environments, social media trends and press strategies.
- Experience working with a theatre producer, or producing house.
- Some experience of Tableau, Snowflake, Microsoft Power BI, Looker Studio, Google Analytics and/or Google Data Studio or other insights or analytics tool would be a plus.
- Existing relationships with partners within London's West End theatre industry.