



MOVE | BE MOVED

Sales and Commercial Manager

Candidate briefing

September 2024

**JERWOOD
DANCEHOUSE
IPSWICH**

DANCEEAST

About the role

This is a newly created role for the organisation that will create a step change in DanceEast's approach to commercial income generation and customer service, bringing together the customer facing areas of the Jerwood DanceHouse. Underpinned by a commercial mindset, the Sales and Commercial Manager will be responsible for the overall management and development of the organisation's commercial operations, with a primary focus on income generation and customer service.

About DanceEast

'DanceEast has played a key part in our county and town by bringing world class dance, dancers, choreographers and designers... to Ipswich.' Gary Avis MBE

DanceEast's vision is a world where everyone can benefit from the vital and life-enhancing power of dance.

Based at the state-of-the-art Jerwood DanceHouse on the Ipswich Waterfront, and operating in the East of England and beyond, our mission is to create new and exciting ways for people to move or be moved, through participating in, experiencing, or producing dance at its very best. We promote dance as an avenue for self-expression, discovery, and fulfilment; to enhance health and wellbeing; and as a tool to unite people and communities.

Three values drive us forwards: a passionate pursuit of quality, a commitment to making dance compelling, accessible, and inclusive for everyone, and a determination to focus effort and investment where it has the greatest impact.

Our operations and strategy are informed by six guiding principles:

- To be a leading voice in dance and a principal talent and ideas incubator - delivering an accessible, inclusive, and relevant creative programme
- To be a national leader in digital dance innovation
- To be an exemplar organisation, with strategic governance, model financial and operational management and a dynamic approach to business planning
- To minimise our environmental impact
- To remain a beacon of excellence, enhancing the profile of Ipswich, Suffolk, and the East of England.

At DanceEast we are committed to creating a diverse, inclusive workforce that is reflective and representative of the diversity of our communities.

We recognise that difference is a strength, and our working environment is one where every individual's unique contribution is valued and respected.

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As one of the UK's leading dance organisations and the home of dance in the East of England, our work is consistently excellent, and our impact is felt locally, regionally, and nationally. We record up to 40,000 attendances to our programme each year, including participatory activities and performances at the Jerwood DanceHouse and regional festivals. Our outreach activities focus on people facing disadvantage as well as those traditionally under-represented in arts engagement; we give more people the chance to experience and create the highest quality dance, for the greatest benefit of all. More information about DanceEast can be found at www.danceeast.co.uk.

"Dance is everything to me. Dance is expression, recovery, it's kind of [a] beautiful art form." CAT student



DanceEast Green Screen Digital Playground

© Teele Photography

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Sales and Commercial Manager Job Description

September 2024

Purpose of the post

The Sales and Commercial Manager will be responsible for the overall management and development of the organisation's commercial operations (ticket sales, catering, events and venue hire) across the Jerwood DanceHouse's customer facing areas. The primary focus will be on increasing commercial income whilst developing and implementing an income generation strategy, ensuring that the commercial activities are fulfilled efficiently and effectively in line with our charitable purpose, whilst ensuring excellent customer services.

Key relationships

Internal: The postholder will report to the Head of Operations & Resources and be responsible for two Sales & Venue Supervisors who in turn are responsible for a small team of Sales & Admin Assistants; Volunteer Ushers; and Tutor Assistants. The postholder will also be responsible for the Catering Supervisor. The postholder will work closely with the Communications & Development team; the Operations team; and Creative Team.

External: Existing and potential hirers; artists, companies, audiences, participants, and others involved in DanceEast's programmes.

Principle responsibilities

Customer Service

- Duty Managing and being responsible for the building, customers, staff and volunteers, adhering to health and safety and security policies
- Assist with maintaining Reception as a friendly, accessible and welcoming environment for everyone
- Ensure excellent standards of customer service and duty management at all times
- Develop DanceEast's approach to customer service and training staff through leadership
- Actively promote DanceEast, the Jerwood DanceHouse and all its activities
- Maintain a good understanding of DanceEast, the programme and all forthcoming events, briefing the staff team appropriately.

Ticket Sales & Data

Working with the Sales & Venue Supervisor (Data) and Sales & Venue Supervisor (Sales) to:

- Manage the Ticketing & CRM system, Spektrix; and maximise its potential for income generation
- Manage regular data entry on internal databases and online platforms
- Use Spektrix to report on sales, donations, and other income generation and to use these reports to inform decision-making
- Establish effective feedback mechanisms for customers and implementing necessary changes based on feedback to improve our operations
- Oversee the maintenance of computers, ticket printers and phone system

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- Work with the Communications & Development team to maximise tickets sales (online and offline) and support social media postings
- Process tickets, forms and payments for all events
- Ensure compliance with The Data Protection Act 1998, the Privacy and Electronic Communications Regulations (PECR) and the General Data Protection Regulations (GDPR) 2018.

Catering

Working with the Catering Supervisor to:

- Review and establish the café offer and its position in the market
- Maximise sales and profits
- Provide the highest standard of service
- Ensure a working environment in the café that is safe and meets Environmental Health Regulations
- Be responsible for all administrative aspects of the hospitality operation.

Events & Hires

Working with the Sales & Venue Supervisor (Sales) to:

- Promote and market DanceEast as an events venue
- Co-ordinate, plan and manage the programme of conferences, events and hires by maximizing income to achieve agreed targets
- Generate new business by various techniques including field selling, client promotions, market research and telephone contact
- Maximise revenue from ancillary services such as catering, audio visual and technical equipment, ICT and telecommunications
- Prepare contracts for confirmed events and hires, and to be fully conversant with deposit and cancellation clauses.

Staff Management

- Manage, recruit, train and support the staff team
- Prepare staff rotas and ensure appropriate staffing levels at all times
- Ensure the team are aware of and contribute to internal communications
- Establish staff development processes for individuals within the team.

General

- Manage the Sales & Venue team in supporting the general administrative needs of the wider staff team in the organisation
- Attend staff and team meetings
- Carry out duties and responsibilities with regard to DanceEast's Equalities, Environmental, Access, Health & Safety and other policies; and promoting these amongst the staff team
- Contribute to a positive organisational culture
- Act as an appointed First Aider (training will be provided, where required)
- Follow Health & Safety and security procedures for the building
- Attend events and training as required
- Undertake other duties as may be reasonably required by DanceEast.

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Person specification

Attributes

Essential

- Possess energy for both developing ideas and implementing them
- An attention to detail with a commitment to achieving excellent standards
- The ability to remain calm under pressure
- An outgoing and positive personality
- Articulate with proven interpersonal and communication skills
- Be highly self-motivated
- Be a creative thinker and problem solver
- An ability to work independently on own initiative, as well as collaboratively as part of a team
- A flexible approach to work, including a willingness to work occasional evenings and weekends
- A demonstrable commitment to diversity and inclusion

Qualifications and Experience

Essential

- A proven record of success in the generation of income from a variety of sources
- Event planning and managing schedules
- Working in a customer facing role
- Successfully managing a team of staff

Desirable

- A working knowledge of ticketing & CRM systems, ideally Spektrix; or the confidence to learn this
- Experience of managing a catering/bar facility
- Personal Licence
- First Aid qualification
- Current clean driving licence

Knowledge and Skills

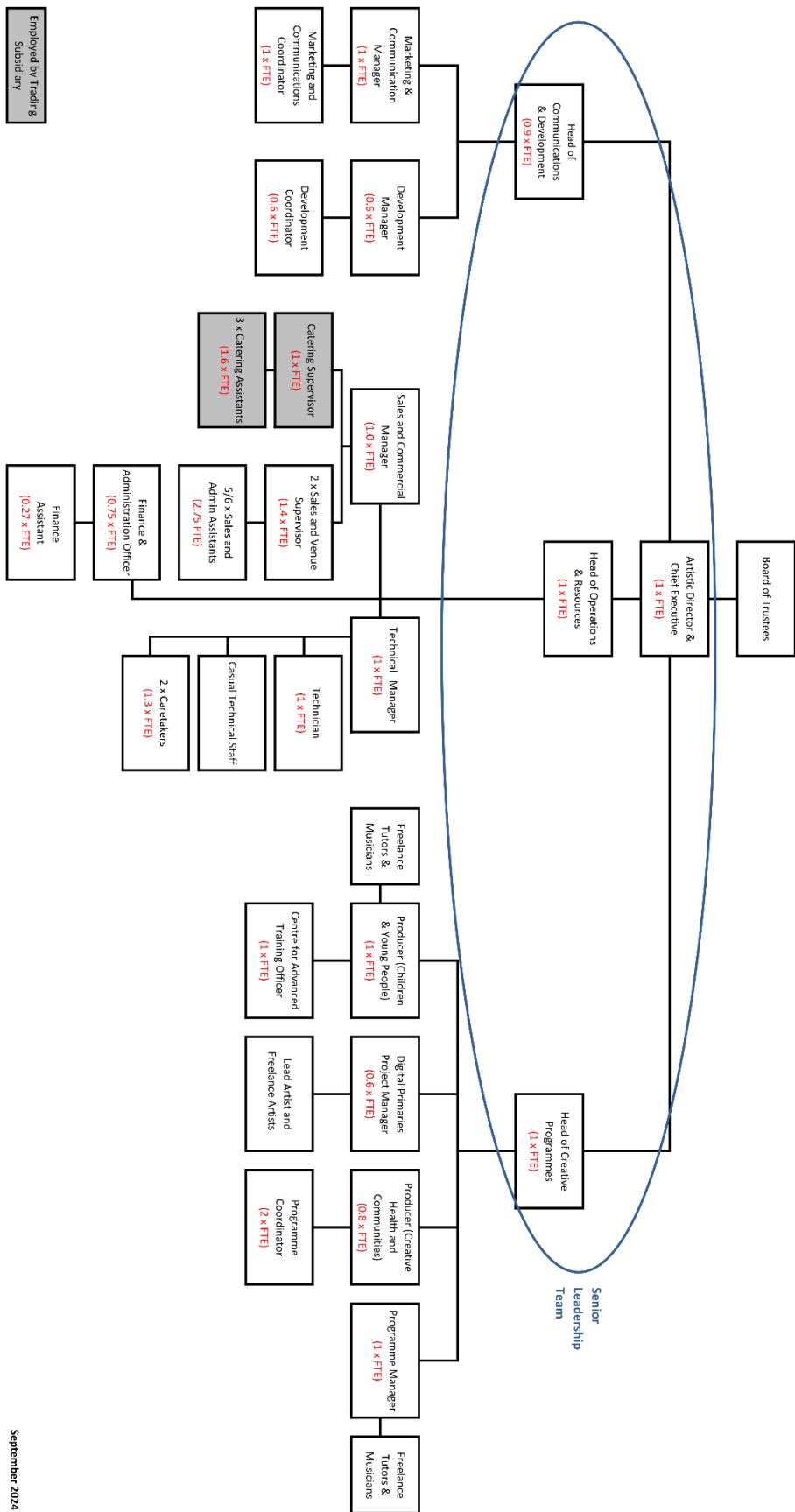
Essential

- Excellent ICT skills, including being highly competent with Microsoft Office, and keen to develop new skills as the post requires
- A high standard of organisational skills
- The ability to prioritise effectively
- Proven customer service skills
- Experience of setting and managing budgets and other financial processes
- Knowledge of, and an interest, in the performing arts, particularly dance

Where candidates feel they have experience across some, but not all, of the outlined job description, and some, but not all the essential skills, we would still welcome a conversation about what the candidate might bring to the role.

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Organisational structure



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Terms and Conditions

Salary:	£32,000 – £34,000 per annum, depending on experience
Responsible to:	Head of Operations & Resources
Hours of Work:	37½ hours per week, normally worked over five days. Consideration will be given to someone wishing to work 80-90% FTE.
Working Hours:	Due to the nature of this post, evening and weekend duties will be required, as necessary.
Place of Work:	Jerwood DanceHouse, Ipswich, IP4 1DW. By the very nature of the role and organisation, workplace working will be the default position.
Holiday Entitlement:	20 days paid holiday per year pro-rata, increasing to 25 days per year pro-rata after two years of continuous employment; plus statutory UK bank holidays, pro-rata.
Probation period:	Three months.
Notice Period:	One week during probation period, rising to three months after successful completion of probation period.
Right to Work:	The successful applicant will be required to provide documentation under the Immigration, Asylum and Nationality Act 2006.
References:	Offers of employment are subject to the receipt of references that are satisfactory to DanceEast.
Pension Scheme:	Should you meet the required criteria, as laid down by legislation, you will automatically be enrolled into a qualifying workplace pension scheme in which both yourself and DanceEast, as your employer, will make monthly contributions to. You do have the option to opt out of the scheme if you wish to.
Relocation:	A small relocation package may be available to suitable applicants.
Additional Benefits:	Complimentary tickets for DanceEast productions and classes (subject to availability); Flexible and adaptive learning and development opportunities; and Staff discount at the DanceHouse café.

**This job description is a guide to the nature of the work required of this position.
It is neither wholly comprehensive nor restrictive.**

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Making an application

Applications should be made on the enclosed application form.

Candidates should provide detailed information in their application which clearly demonstrates how they meet each of the essential criteria listed in the person specification. The shortlisting panel will assess applications solely on the information supplied, so it is essential that your responses correspond to these criteria.

DanceEast recognises the value of having a diverse workforce and is actively seeking to broaden the range of people represented in our workforce. We therefore welcome applications from candidates from a wide range of ages, backgrounds and lifestyles and make all reasonable adjustments to enable applicants to participate in the selection process, and for the successful applicant to carry out their role.

For an informal conversation about the role contact bill.armitage@danceeast.co.uk. If you have any access needs, and/or feel you would benefit from any reasonable adjustments to allow you to fully participate in the application and selection process, please get in touch with HR@danceeast.co.uk.

DanceEast is an Equal Opportunities Employer and has a Diversity & Equality Plan aimed at improving the diversity of its workforce. To ensure the effectiveness of the policy and to assist in its development, DanceEast monitors all applications for employment. You are therefore asked to complete the Equal Opportunities Monitoring Form, which will be treated as confidential and used for statistical purposes only. The form will be separated from your application and remain anonymous before your application is reviewed by the selection panel.

The [Application Form](#) and [Equal Opportunities Monitoring Form](#) should ideally be completed electronically and emailed to HR@danceeast.co.uk; or sent by post to Bill Armitage, Head of Operations & Resources, Jerwood DanceHouse, Foundry Lane, Ipswich IP4 1DW, marked 'Private and Confidential.' Please note that CVs will only be considered when attached to a fully completed application form.

Completed applications must arrive at DanceEast by 10.00am on Monday 21 October. Successful candidates will be invited to an interview at the Jerwood DanceHouse on Thursday 24 or Friday 25 October.

*Cover photo: Fault Lines by Lila Dance
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