

INFORMATION FOR APPLICANTS: BOX OFFICE ASSISTANT

May 2025

Dear Applicant

Please find attached an application pack for the position of Box Office Assistant at Sherman Theatre. Many thanks for your interest in this role. We are looking to hire both Welsh and English speaking Box Office Assistants.

Sherman Theatre is one of the UK's leading producing theatre and one of Wales' most important cultural institutions.

At Sherman Theatre, we imagine a world made more equitable, more compassionate, more unified by the power of theatre. We are driven to achieve this vision every day. We do this by creating and curating shared live theatre experiences that inspire people from all backgrounds across South Wales to make a better world, in their own way. We believe that access to creativity and self-expression is a right and we constantly strive to ensure everyone has the opportunity to be enriched by the art of theatre.

Our focus on the development and production of new writing and on nurturing Welsh and Wales-based artists makes us the engine room of Welsh theatre. We tell Welsh stories with global resonance through our Made at Sherman productions, created under our roof right here in the heart of Cardiff. We're a place for everyone, generating opportunities for the citizens of South Wales to connect with theatre through inspiring and visionary engagement.

Over recent years we have gone from strength to strength with national awards recognition, critical acclaim for our work and increasing audiences. We used the time afforded us during the pandemic to improve our building, our systems and our infrastructure and we are now looking for new members to join the team across a number of roles.

In the past year our productions which have been met by audience and critical acclaim have seen attendances at Sherman Theatre exceed pre-pandemic levels. Engaging with our audiences and our communities remains at the heart of everything we do and this role is crucial to ensuring that the organisation runs as smoothly as possible to enable that.

We want Sherman Theatre to be accessible to all and so it's hugely important to us that our team at the theatre reflects the communities we serve across the city and beyond. We therefore particularly welcome applicants from diverse ethnic communities and D/deaf and disabled communities who are currently underrepresented within our team.

To apply for the post, please download the application form, availability sheet and equality, diversity and inclusion form from our website: www.shermantheatre.co.uk/jobs and send them to us at recruitment@shermantheatre.co.uk. Please note that, in line with our environmental policy, we are only handling applications electronically. We'll confirm receipt of your application by email.

If you need more information or support before you apply, or to discuss any reasonable adjustments or access considerations to allow you to participate fully in the interview process, please contact us at recruitment@shermantheatre.co.uk

Thank you for your time in respect of this application – and we really do look forward to hearing from you, and exploring how your skills, experiences and passion will make a real difference to our work.

Good luck with your application

Yours faithfully

Julia Barry
Chief Executive
Sherman Theatre

JOB DESCRIPTION: BOX OFFICE ASSISTANT

Main purpose of role:

- To provide the highest standards of customer service, in a manner which is always approachable, warm and friendly.
- To optimise sales opportunities and to assist with marketing activities within an integrated Marketing team.
- To optimise the function of Sherman Theatre's Reception.

Reports to:

Box Office and Audience Insight Manager

Key Relationships:

Box Office Supervisors, Box Office Assistants, Head of Marketing and Communications, Marketing team and Front of House team

Agreement details:

Rate of pay	£12.31 per hour.
Term	The post is offered as a zero-hour agreement.
Hours	Varying dependant on operating hours.
Period of Notice	1 week.
Pension	Sherman Theatre operates a qualifying workplace pension scheme.
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 Sherman Theatre.
Relocation	The post-holder will be expected to live within commutable distance of Sherman Theatre.
Start date	The post is available immediately.

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DUTIES AND RESPONSIBILITIES

1. Provide the highest standards of customer service in a manner which is always approachable, warm and friendly.

- Display a good knowledge of events, prices, packages, promotional offers, activities in the building and programme changes in order to provide a comprehensive, efficient service.
- Listen actively to customers, gather feedback and follow company protocols and procedures, referring up as necessary.
- Communicate in both English and Welsh.
- Create daily handover reports to efficiently share information with other colleagues / departments,
- Follow requests of the person supervising your work.
- Ensure all telephone calls are handled in the appropriate manner.
- Work as part of a team, sharing your knowledge with others.
- Attend and contribute to team meetings as required.
- Provide safe egress of the public in the event of an emergency.
- To act as a designated First Aider.

2. Assist the Box Office and Audience Insight Manager and the Box Office Supervisors to achieve an efficient, professional Box Office function.

- Sell tickets, facilities and other Sherman Theatre products efficiently and in a friendly, helpful way, up-selling and cross-selling where appropriate.
- Accurately record customer data in order to enable monitoring of customer trends and behaviour.
- Encourage customers to join the Sherman Theatre's mailing list.
- Encourage customers to add donations when booking.
- Promote initiatives to customers such as group bookings and undertake telephone marketing as directed.
- Accuracy in monetary transactions, checking floats, ensuring knowledge of price structures, cashing up and balancing box office takings at the end of each shift.
- Maintenance of the box office system, Spektrix.
- Replenish all leaflets daily and maintain the point of sale, including stock of appropriate publications and merchandise.
- Contribute to sales promotions, marketing initiatives and mailing fulfilment, and ideas on improving customer care and data collection.

3. Assist the Box Office and Audience Insight Manager and Box Office Supervisors to achieve an efficient, professional Reception.

- To open and lock the building including operations of alarms.
- Maintain the security of all keys for the building, keeping an accurate record of all keys signed out.
- To operate the building pager system and the public announcement system.
- Receive and process deliveries for all teams.
- Receive, sort and distribute all company mail, and open and date stamp admin post.
- To be a key person in the evacuation process and act as Fire Coordinator in an emergency or evacuation.
- To communicate in both English and Welsh.

4. Be aware of company systems and protocols.

- Adhere to administration systems.
- Follow protocols for data entry and telephone switchboard operation.
- Accept appropriate individual responsibility for the observance, promotion and implementation of Sherman Theatre's policies on Equal Opportunities, Health and Safety, Customer Care and Licensing.

PERSON SPECIFICATION: BOX OFFICE ASSISTANT

Successful candidates must be available daytimes, weekends and some holiday periods. Sherman Theatre is generally closed on a Sunday, however on certain occasions the Box Office will be open when there are performances or events.

This post would ideally suit candidates who are outgoing, confident and positive and also have the following key skills and abilities:

ESSENTIAL

- *Strong customer service experience.*
- *Experience of working with computerised sales systems, preferably a Ticketing system.*
- *Experience of cash handling and reconciling income.*
- *Flexible with working hours, including evenings and weekend.*

DESIRABLE

- *Fluent Welsh speaker.*
- *Experience of working in a Box Office.*
- *Knowledge of the Spektrix CRM system.*
- *Experience of working in a telesales environment.*
- *Experience of working in and a passion for the arts.*
- *Experience of fundraising.*
- *First Aid Trained.*