

# Epsom & Ewell Borough Council

## Role Profile Template

<b>Role Title:</b>	Theatre Manager
<b>Job Family:</b>	Supervisor/Professional Support (G7)
<b>Service:</b>	Venues
<b>Location:</b>	Epsom Playhouse
<b>Reporting To:</b>	Interim Assistant Head of Venues and Community Commercial Services

<p><b>Role Purpose:</b></p> <p><i>Why the role exists and its contribution</i></p>	<p>The Theatre Manager is responsible for overseeing all functions of the council's Playhouse venues. This includes managing theatre operations by line-managing the Box Office team, House Management team, Theatre Stewards, and the Bar Manager. The role involves liaising with on-site partners and negotiating deals with professional and amateur promoters to ensure a comprehensive and effective programme that delivers income to EEBC.</p> <p>As a key member of the council's team, the Theatre Manager will contribute to the achievement of the council's corporate vision, behaviours, and priorities, and promote the development of the Council's positive high-performing culture. The manager will lead the management and operational functions of the Playhouse, ensuring the delivery of the ticket sales function and the smooth day-to-day running of both professional and community performances.</p> <p>Additionally, the Theatre Manager will be responsible for developing and implementing marketing strategies to promote performances, increasing audience engagement, and fostering relationships with local community groups, schools, and cultural organisations. The role will also involve overseeing the maintenance and safety of the theatre facilities, ensuring compliance with health and safety regulations, and managing the budget and financial performance of the venue.</p> <p>The Theatre Manager will provide continuity to the ongoing success of the theatre and its diverse programme of performances within the Borough, fostering a vibrant and inclusive cultural environment.</p>
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### Main Duties and accountabilities

<p><b>Service Specific</b></p>	<ul style="list-style-type: none"> <li>• Generate Box Office financial reports for all professional companies and community hirers, managing all invoices whilst ensuring expenditure does not exceed the profiled budgets.</li> <li>• Process any other incoming invoices for payment through EEBC.</li> </ul>
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- Prepare returns for the Performing Rights Society, Inland Revenue, and the Foreign Entertainers Unit.
- Produce monthly financial reports for the Head of Venues Community Commercial Services.
- Manage all financial aspects of the Playhouse, including the preparation of all invoices for hall hires and other revenue-earning activities, and operate effective credit control using the venue's computerised accountancy systems.
- Produce monthly financial reports for the Head of Venues Community Commercial Services, giving an overview of the venue's current financial performance against the profiled budgets.
- Monitor relevant budgets and keep the Head of Venues Community Commercial Services apprised of budget and income performance.
- Assist the Head of Venues Community Commercial Services in growing income and saving costs.
- Manage the fees and charges process for the Playhouse.
- Ensure all necessary policies are in place in accordance with Council policy and are kept up to date.
- Liaise with all user groups and companies regarding their requirements, ensuring all communication is carried out in a timely and professional manner.
- Ensure all communication with clients is carried out in a timely and professional manner.
- Act as the first point of contact for customers, dealing with all queries in a friendly and efficient manner, ensuring all their needs are met.
- Have day-to-day responsibility for the operational aspects of the Playhouse.
- Be responsible for all venue hires within the Playhouse.
- Oversee all Playhouse income and expenditure.
- Ensure all sales channels—online, box office, face-to-face, and telephone sales—are performing effectively and exceeding customer expectations.
- Manage all aspects of the Box Office operation.
- Take primary responsibility for the hire and management of the Myers Studio and Main Auditorium, working with the Head of

Venues Community Commercial Services to increase usage and income.

- Agree on all aspects of venue hire with clients and ensure all requirements are delivered.
- Oversee the Bar operation to ensure the highest level of service and profitability.
- Monitor the service provided by the Cleaning and Maintenance contractors to ensure the Playhouse facilities are maintained to the highest standards and all issues are addressed promptly.
- Negotiate ticket prices for all professional and community shows to ensure all events yield the projected profit.
- Cover Box Office and House Manager roles during busy periods, annual leave, and sickness.
- Be responsible for the ordering and stock control of all operational supplies, including ice cream, general supplies, and Box Office items.
- Hold regular meetings with the Technical team.
- Have day-to-day responsibility for all aspects of the security of the building, including key holder responsibilities and responding to alarm call-outs as necessary.
- Coordinate and record fire alarm tests and regular evacuations of the site.
- Check and record that the CCTV equipment is operational.
- Manage the theatre operation by line-managing the Box Office team, House Management team, Theatre Stewards, and Bar Manager, supporting the delivery of the corporate plan, vision, behaviours, corporate identity, and key messages, and promoting effective corporate working across the organisation.
- Plan and organise the logistics of the team by managing rotas for House Managers, Box Office, and the Bar to meet agreed work schedules and key performance targets within a busy and time-bound environment.
- Use practical knowledge, experience, and understanding of the work to provide helpful direction and guidance to each team member when needed. Evaluate and measure the performance of the team. Encourage feedback by holding regular staff meetings and My Performance Conversations.
- Ensure all staff are fully trained to carry out their duties according to their Role Specification and that they receive ongoing guidance.

	<ul style="list-style-type: none"> <li>• Promote awareness of Health &amp; Safety rules, specifically evacuation procedures through regular fire drills with staff and voluntary stewards.</li> <li>• Manage the site to ensure the safety of all users and staff.</li> <li>• Ensure risk assessments are undertaken and reviewed as required.</li> <li>• Regularly review the security of the Playhouse.</li> <li>• Ensure all incidents and accidents are recorded in accordance with EEBC policy, and any corrective actions are implemented.</li> <li>• Contribute to the Council's Cultural Strategy.</li> <li>• Negotiate deals with promoters and producers to ensure a successful business deal for both parties.</li> <li>• Act as a conduit for communication, ensuring front-line employees are kept informed and feel able to engage with council-wide activities and plans</li> <li>• Assist in the development of ideas and recommendations for improving efficiency by recognising and furthering feedback from the Playhouse team.</li> <li>• Deal with problems as they occur, taking all steps to ensure a speedy response.</li> <li>• Ensure Box Office, House Management, and Bar teams deliver exceptional customer service.</li> <li>• Support and assist with project work</li> <li>• Use the Box Office system to produce regular statistics reports.</li> <li>• Seek, build, and maintain good relationships with senior managers, business partners, other councils, and all levels of staff.</li> <li>• Form proactive, supportive relationships with other EEBC departments.</li> </ul>
<p><b>Generic Duties</b></p>	<p style="text-align: center;"><b>Management</b></p> <ul style="list-style-type: none"> <li>• Day to day Management of operations of a team to support with the delivery of the corporate plan, vision, behaviours, corporate identity and key messages and promote effective corporate working across the organisation.</li> <li>• Guide, instruct, direct and enable the team to deliver high quality services that are customer centred, safe and low risk in line with relevant legislation</li> </ul>

- Assist the Interim Assistant Head of Venues and Community Commercial Services to plan and organise the logistics of the team and delegate to each employee in order that agreed work schedules and key performance targets are met in a very busy and frequently changing environment.
- Use practical knowledge, experience and understanding of the work to provide helpful direction and guidance to each team member when it is needed. Evaluate & measure the performance of the team and undertake My Performance Conversations
- Be part of the delivery team and fulfil the work schedule and key performance targets set for the service and follow procedures, industry standards and professional licences qualifications & training relevant to the work
- Ensure the team has sufficient capacity each day to deliver by assisting in the provision of structured on the job training and induction including the use of relevant equipment or machinery
- Take a day to day lead for ensuring that the team are adhering to good health and safety practice and accurately complete associated paperwork to current legislation.
- Ensure the maintenance, storage and safety of any equipment, machinery, vehicles relevant to the role including the reporting of any defects
- Work Interim Assistant Head of Venues and Community Commercial Services to actively promote HR policy and practice to ensure good employment practices are embedded in day to day operations
- Act as a conduit for communication ensuring front line employees are kept abreast of and feel able to engage with council wide activity and plans.
- Assist in the development of ideas and recommendations for doing things more efficiently recognising and furthering the feedback from the team
- Deal with problems as they occur, taking instruction from a manager when required to ensure a speedy response

### **Professional Support**

- Provide support to a technical and professional service to help ensure council statutory obligations are adhered to through investigations, inspections and enforcements in accordance with relevant legislation, codes of practice and other regulatory instruments.

	<ul style="list-style-type: none"> <li>• To act as first point of contact for customers and resolve straightforward queries.</li> <li>• Support and assist with project work.</li> <li>• To collate and present relevant data/information to enable the organisation to make informed decisions.</li> <li>• To seek, build and maintain good relationships with senior managers, business partners, other Councils and all levels of staff.</li> <li>• To manage processes within the service to ensure smooth delivery of services.</li> </ul>
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<b>The key decision making areas in the role</b>
<p>Programming and Scheduling: Select productions based on audience preferences, artistic vision, and financial considerations. Schedule performances and events for optimal attendance and workflow.</p> <p>Financial Management: manage the theatre's budget, allocate funds, and generate revenue.</p> <p>Human Resources: Recruit, train, and manage staff, address conflicts, and ensure a motivated team.</p> <p>Marketing and Public Relations: Develop marketing strategies, engage with the community, and manage the theatre's public image.</p> <p>Audience Experience: Provide excellent customer service and gather feedback to improve future performances.</p> <p>Facility Management: Maintain the theatre, oversee technical aspects, and ensure safety and comfort for patrons and staff.</p> <p>Compliance and Safety: Ensure compliance with regulations, manage risks, and address health and safety standards.</p>
<b>Customers and contacts</b>
<p>Knowledge of Other Service Areas within the EEBC: Finance: Understanding of financial management, budgeting, and revenue generation.</p>

Facilities Management: Expertise in maintaining and improving the theatre's physical environment.

Parking: Familiarity with parking management to enhance visitor experience.

Information Technology (IT): Proficiency in IT systems for theatre operations.

Human Resources (HR): Knowledge of HR practices, including recruitment, training, and conflict resolution.

Establishing Relationships: Contractors: Build strong relationships with internal and external contractors to ensure high standards.

Staff and Public: Maintain positive relationships with staff and the general public.

Engaging with Theatre Users:

Promoters: Develop good relationships with professional promoters for high-quality performances.

Visiting Artistes: Ensure a positive experience for visiting artistes. Community Groups: Support and collaborate with amateur companies and community groups.

<b>Dimensions of the role</b>	
<b>Financial</b>	<b>Non-financial</b>

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| <ul style="list-style-type: none"> <li>• Annual expenditure c £494704</li> <li>• Annual income c £551179</li> <li>• Responsibility for income generation or expenditure budgets</li> <li>• Monitoring targets or budgets and their value</li> <li>• Accurate management of the KPI's</li> <li>• Preparation of all invoices for hall hires and other revenue earning activities</li> <li>• Make all payments to professional companies</li> <li>• Manage daily reconciliation of the box office</li> <li>• Manage cash handling and recording procedures for the Box Office, The Bar, ice cream sales and merchandise</li> </ul> | <ul style="list-style-type: none"> <li>• 8 Direct Reports</li> <li>• House Manager</li> <li>• Box Office staff</li> <li>• Bar Manager</li> <li>• Casual staff</li> <li>• 40+ volunteer stewards</li> <li>• Emotional stress from the circumstances or behaviour or people</li> <li>• Be able to deal with staff problems, issues and behaviour in a sensitive way on a professional not personal level</li> <li>• The impact of your decision making on customers.</li> <li>• Implementing and enforcing regulations</li> <li>• Health and safety of Staff and customers</li> <li>• Control the site to ensure the safety of all users and staff</li> <li>• The management for all Theatre employees including bar staff and volunteers (approx..50 people)</li> <li>• provision of training, development and guidance</li> <li>• Regular Performance Conversations to evaluate work of others, providing training development and guidance</li> </ul> |
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# Person Specification

<b>Qualifications and Training</b>	Essential (E) or Desirable (D)	Application	Interview/ Assessment
A full understanding of theatre etiquette and theatre terms	E		
Full knowledge of the Equity or Variety artiste's standard contract	D		
Good standard of education including English, Maths and Drama	E		
Become familiar with and adhere to Playhouse policies and procedures	E		
<b>Knowledge and Experience</b>			
Experience of sales and ticketing in a Theatre or Arts Venue	E		
Substantial experience of running a public building	E		
Understanding of H&S Regulations for a public building	E		
Customer services	E		
IT Literate – Microsoft Office	E		
Effective and efficient control of all financial and administrative processes	E		
<b>Skills</b>			
Experience with budget management	E		
Experience with staff management and development	E		
Experience within administration	E		
Able to negotiate deals with professional and amateur companies	E		
Able to ensure a broad and effective programme	E		
Develop and motivate staff team	E		
Able to work with minimum supervision	E		
Excellent communication skills – written and oral	E		
Working under pressure and to deadlines	E		
Excellent team player	E		
<b>Additional Requirements</b>			
To work unsocial hours including evenings, weekends and public holidays as requested	E		
Needs to be flexible and multi-skilled within the arts	E		

