

**PLAY
TO THE
CROWD**

Arts & Education Charity
Winchester

Join the family

**Job Pack:
Hospitality and Social Enterprise Manager**



“The team at the theatre are organised, professional, and very welcoming. We felt at home.”



“I can't imagine our community without Theatre Royal Winchester, the extraordinary Hat Fair or Playmakers.”



Hello and welcome

We are delighted you are interested in coming to work with us at Play to the Crowd.

We are a fantastic arts and education charity based in Winchester, Hampshire, with a friendly, committed core team of about 25 people with a further 25 or so in the broader casual team as well as many volunteers.

People say they love working with us because they feel part of a family and everyone pulls together in a supportive environment to make wonderful, memorable experiences for our audiences and participants.

We are looking for a Hospitality and Social Enterprise Manager to join our team in a key role.

If you want to play a significant role in a much-loved arts organisation read on!

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About this role

The Hospitality and Social Enterprise Manager is a newly created position within the Play to the Crowd team. It's a full time, permanent position (36 hours per week) with a salary of £28,100-£30,261 per annum.

This is an exciting time in our development to join our team in a key role.

The Hospitality and Social Enterprise Manager is a new role for Play to the Crowd. The role reports into and works closely with the Senior Management Team. The role's primary purpose is to ensure that profitability is maximised from our subsidiary company, Trade to the Crowd which manages the venue bars, hire of spaces and community events. There is an opportunity within this role to bring an entrepreneurial spirit to income generation and the scope of Trade to the Crowd, whilst also recognising that only the highest levels of customer service and attention to detail will do.

The post holder will be managed and supported by the Business and Operations Director and will work in close consultation and partnership with the Front of House Manager.

The post holder will act as the budget holder for Trade to the Crowd and will take a lead role in the budget setting process as well as taking part in monthly budget reviews and developing action plans according to actual financial results compared to forecasts. Reviewing and delivering the current Trade to the Crowd business strategy will be the starting point for this process.

The role will take a lead on the safety and accessibility of our bar areas and hireable spaces as well as events for our visitors and will strive to increase the accessibility and sustainability of the organisation as it carries out its mission to 'Delight and Unite'.



What you will do

Leadership and Team Management

- Act as an ambassador for the organisation, promoting excellence in customer service to staff and volunteers.
- Together with the Senior Management Team develop strategic priorities and strategies for the continual improvement and development of Hospitality and Income Generation.
- Grow and develop the Hires and associated Events offer into a professional and polished service for hirers and other users, maximising the profitability of the income stream.
- Develop networks and relationships with local charities, groups and communities looking to utilise our spaces, aligning a proportion of hires and events bookings with our overall charitable aims and mission.
- Oversee the recruitment and training of the Bar team, ensuring the values and customer-service levels of Play to the Crowd are being demonstrated by the entire team.
- In partnership with the Front of House Manager, lead on Equity, Diversity and Inclusion within the Front of House and Bar teams, working to ensure the recruitment processes achieve a diverse team of employees and that the venue is welcoming and accessible to a diverse range of people.
- Work to embed sustainability into our Hospitality Services, maximising opportunities to support environmentally responsible ways of working.

“Play to the Crowd offers glorious theatrical opportunities and experiences that enrich us all.”



What you will do

Social Enterprise and Hospitality including Show Bar, Events and Hires

- In conjunction with the Front of House Manager, lead the Front of House and Bar teams in delivering excellent customer service for all visitors with particular reference to those with disabilities or with additional access requirements.
- Line manage and work closely with the Bar Team Leader in all areas of bar management.
- Prepare rotas for the Bar Team and Bar Supervisors.
- Act as Duty Manager, taking responsibility for the building and operations during hires and any other hospitality events.
- Programme suitable performance events in front of house spaces to showcase local talent and to drive revenue.
- Oversee the running of the bars for shows and the provision of the bar and catering services for hires and all other events.
- Manage the bars' EPOS systems including financial reporting and stock control.
- Ensure bars are stocked appropriately for upcoming shows and events, using sales trends and data to inform stock selection and levels.
- Together with the Senior Management team and those responsible for programming, grow and develop the events and hires offer at Theatre Royal Winchester.
- Work across Play to the Crowd, including Hat Fair and Playmakers to advise and lead on revenue planning and social enterprise.
- With the Front of House Manager, regularly monitor the visitor feedback and ensure any feedback is acted upon to improve overall customer experience, to motivate staff and highlight examples of excellence in customer service.
- Co-lead operational team meetings with the Front of House Manager and help to facilitate communications between Front of House, Box Office, Communications, Technical and Site functions as required to ensure a seamless service for our customers.



What you will do

Health and Safety

- In conjunction with the Front of House Manager, review, update and oversee evacuation, fire and emergency policies and procedures.
- Ensure the theatre's compliance with current fire safety, licensing, health and safety and security requirements. Liaise with the Site Manager and Technical team on the day-to-day running and compliance of the building with these requirements.
- Develop and review the reporting system for any identified near-misses or deficiencies identified in working practices, involving relevant team members and working positively to strengthen the control environment around the near-miss or deficiency.

Finance and Trading operations

- Review the financial performance of bars, hires and associated events, analysing the results and taking any action to ensure appropriate margins are being delivered by the trading operation.
- Work on strategies and processes to maximise revenue from audience spending during our shows and events.
- Participate in the annual budget setting cycle with the Business and Operations Director and Finance Manager and together review and act on any areas of overspend or financial underachievement.
- Oversee the banking, floats, stock-control, merchandise commission and financial reporting processes.
- Ensure bars are stocked appropriately for upcoming shows and events, using sales trends and EPOS reporting data to inform stock selection and levels.

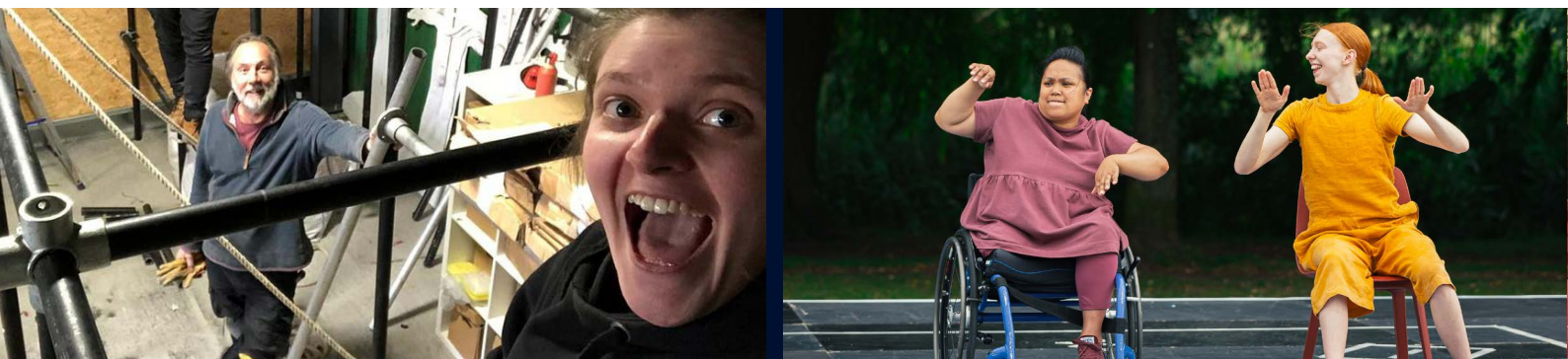


“We love the cultural richness brought to Winchester from Play to the Crowd. Long may it continue”

What you will do

General

- Actively engage with the organisation's vision and strategy. Champion the values and missions of Play to the Crowd and work closely with the Senior Management Team to develop the vision and direction of our Visitor Experience services.
- Carry out all tasks in accordance with best practice and organisational policies and procedures.
- Attend internal and external training courses as required.
- Act as a key holder for the building, opening and locking up the theatre as required.
- Undertake any other duties that may be reasonably requested by your Line Manager or CEO and which are commensurate with the post.



What you will bring

Knowledge, experience and skills

Essential

- Over three years' experience of operational management/leadership and retail/hospitality experience in a similar organisation
- Outstanding customer service skills and attention to detail
- A strong understanding of Health and Safety issues including Fire Safety, Food Safety Legislation and Health and Safety in the Workplace
- Knowledge of licensing provisions
- Excellent people management skills, including experience of training and developing teams and working across departments of an organisation
- Confident communicator
- Ability to remain calm under pressure
- Ability to work shift patterns including evenings, weekends and Bank Holidays
- Experience of accurate administration and record keeping, including financial reports and documents.
- Demonstrable, practical commitment to Equality, Diversity and Inclusion
- Experience of managing a departmental budget

- Excellent IT skills
- Ability to assess, plan, implement and review new ideas for growing revenue
- Positive and ambitious approach towards both personal and organisational growth

Desirable

- Institute of Occupational Safety and Health (IOSH) training
- Experience of managing a retail operation
- Understanding of theatre audience secondary spend habits
- Experience of budget setting and monitoring
- First Aid Trained
- Personal Licence Holder
- Passion for the arts sector



About you

We are looking for someone who is not afraid to fail. Someone who will make mistakes, learn and move forward. You will bring an evidence based approach to business risk and you will have a track record in hospitality, event management, front of house operations/management or entrepreneurship.

You will approach customer service, attention to detail and budget management with passion and a desire to find new and better ways of doing things. You will be able to manage change in an organisation and to build key relationships to enable that change to take place smoothly and effectively. In a landscape where arts funding is becoming tougher to secure, you will understand how social enterprise can be the key to ensuring our charity can continue to deliver.

Above all, you will bring the highest standards of customer service and an understanding of managing the budget to achieve the best possible returns.

You will be able to be flexible in your working hours – some evening and weekend work will be necessary.

Due to licensing laws (the postholder will have overall responsibility for the bar), and given that they would be responsible for young people and vulnerable adults, we are only able to consider applications from those 18 years of age or over.



“All the staff are so lovely friendly and welcoming”

Job details

Job title: Hospitality and Social Enterprise Manager

Reports to: Business and Operations Director

Direct Reports: Bar Team Leader, Bar Supervisors

Indirect Reports: Bar Team

Works Closely with: Front of House Manager, CEO, Communications and Development Director, Hat Fair and Playmakers Director, Site Manager, Technical and Sales and Audience Experience.

Salary: Play to the Crowd Band D - £28,100 - £30,261 per annum

Hours: 36 hours a week (to include some evening and weekend work)

Location: Theatre Royal Winchester, Winchester, Hampshire

Holiday: 25 days plus Bank Holidays

Benefits:

- Contributory pension
- Employee Assistance Programme
- Access to complimentary theatre tickets
- Free membership of Play to the Crowd
- Bar discounts

How to apply

Deadline for applications: 9am Monday 18 March 2024

Interview dates scheduled: w/c Mon 25 March 2024

Please download an application form from playtothecrowd.co.uk/jobs

If you want to know more or for an informal chat about the role please contact dan@playtothecrowd.co.uk

Play to the Crowd is an equal opportunities employer and welcomes applications from people from the widest possible diversity of backgrounds, cultures and experiences.

This role may be subject to a DBS check.



About us

Play to the Crowd is an arts and education charity which consists of:

- **Theatre Royal Winchester**, our lovely 400 seat heritage theatre with a busy, diverse programme and our own annual pantomime production.
- **Hat Fair**, our famous International Outdoor Arts Festival.
- **Playmakers**, all our creative participatory work with and for young people and communities.

The charity also has a wholly owned trading subsidiary called – wait for it – Trade to the Crowd!

We are proud to connect with over 150,000 people each year and turnover approximately £2m a year of which over 90% is earned or fundraised income.

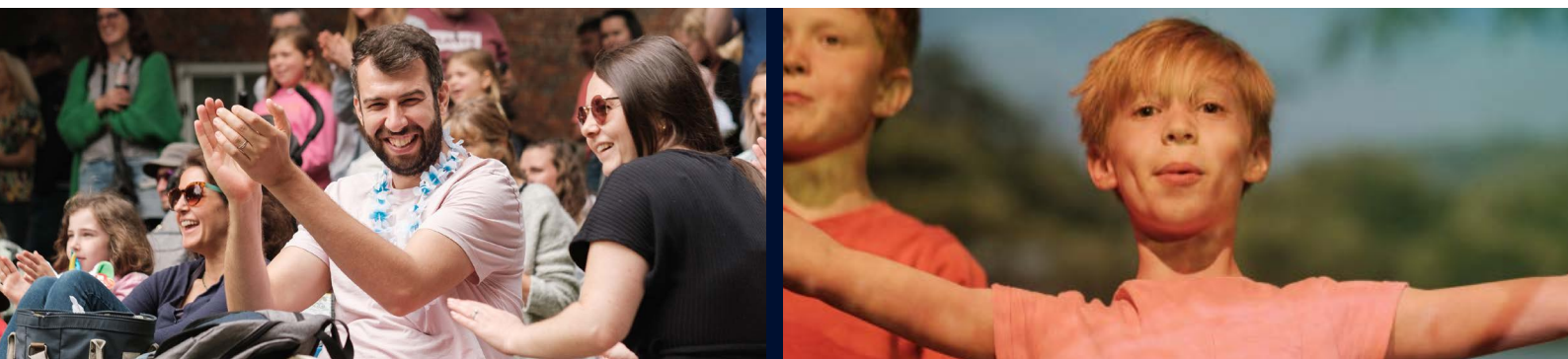
Our vision and values

We exist to **delight** and **unite**.

We do this by inspiring people to connect with and participate in live performance - indoors and out - by inviting them to escape from the ordinary and discover a lifelong love of the performing arts.

We believe in...

- Bringing people together in wonder
- The power and value of live performance
- Nurturing talent – providing Performing Arts education and creative skills development for all
- Improving lives through participation



Our personality

**PLAY
TO THE
CROWD**

Arts & Education Charity
Winchester

Friendly

Warm, relaxed,
relationship-building, ready
to have fun along the way.

Bold

Getting out there,
getting involved, standing
up for what's right.

Collabrative

Always open to working
together, listening and
acting respectfully.

incorporating

**THEATRE
ROYAL
WINCHESTER**

**HAT
FAIR**

PLAYMAKERS

Approachable

Expansive, amiable,
inviting all-comers, the
opposite of elitist

Cheeky

A little bit naughty yet
always nice, full of life
and gentle irreverence

Playful

A provider of fun and
frolic, we believe in play.

Vibrant

Buzzing, alive, colourful;
full of interest, excitement
and enthusiasm

Expressive

Unselfconscious,
creative, committed and
always captivating

Curious

Our creativity will be
invitational, intriguing and
inquisitive

Sociable

Meeting people and
making them happy,
one-on-one or whole
crowds

Intriguing

Mystery and excitement
that draws people in,
often new, always original

Open

Our practice will be
transparent, accessible
and shared.

“The team were so warm,
friendly and first rate. They
made the day so easy”



What are you waiting for?

Apply today!

playtothecrowd.co.uk



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