

Head of Commercial Operations and Visitor Experience Recruitment Pack





About Little Angel Theatre

“Although one of London’s smallest theatres, the Little Angel Theatre repeatedly punches above its weight” – The Offies 2023

Little Angel Theatre is a home for puppetry. Since its doors first opened in 1961 the theatre has been dedicated to creating and sharing inspiring stories. Puppetry is at the heart of this innovative theatre, from igniting the imaginations of the youngest minds to equipping tomorrow’s puppeteers with the tools they need to succeed. As well as an internationally recognised theatre with productions touring throughout the UK and across the globe, Little Angel Theatre also has its roots in Islington and works with its local, diverse community to break down barriers to arts engagement so all can benefit and enjoy this remarkable art form.

OVERVIEW

Reports to: Executive Director

Line Manages: Commercial and Operations Manager, Facilities Manager and Senior Workshop Producer

Salary: £40,500



Hours: Full time, Monday to Friday (10am-6pm regular hours). Overtime is not paid but time off in lieu will be given.

As a charity, we are engaging with a trial of a 4-day working week. This will shift working days to Tuesday - Friday with no adjustment to the offered salary.

Our organisation follows a hybrid work structure where employees can work remotely or from the office, as needed, based on demands of specific tasks or personal work preferences. Working from the office is encouraged for tasks that require a high degree of collaboration.

This role has an expected in office average of 75%.

Holiday: 26 days per annum + bank holidays.

Fixed term contract: 1 year fixed term

Commences: As soon as possible



We particularly welcome applicants who are currently under-represented in the arts and puppetry sector. For further information or to discuss access requirements for your application contact us at recruitment@littleangeltheatre.com

Please head to our website to see how to apply for the position.

<https://www.littleangeltheatre.com/about-us/jobs-and-opportunities/>

CORE DUTIES

The Role

The Head of Commercial Operations and Visitor Experience works closely with the Executive Director (ED) and Senior Management Team to maximise income through a variety of commercial trading streams, and ensures that LAT is delivering an excellent experience for our customers. The candidate will require exceptional leadership, an ability to solve complex problems, and have a deep understanding of the charity's objectives.

This role will have direct line management responsibilities for a Facilities Manager, Commercial & Operations Manager and the Senior Workshop Producer. They will deliver sales targets of over £250,000 (currently), overseeing all commercial operations, developing innovative revenue streams, and



ensuring a seamless visitor experience, to deliver our ambitious growth plans for this area of our work. LAT has ambitions to achieve over £500,000 in sales by 2029.

The role will involve complex negotiations, leading a high-performing and diverse team of core staff and freelancers, and adapting to a rapidly changing environment. The ideal candidate is a strong project manager who can take an idea from conception to completion, able to deliver operationally, willing to take accountability for driving sales and income generation in support of the charity's mission. They should have a strong strategic mind-set, excellent communication skills, and a deep passion for delivering exceptional results.





Commercial

- Oversee the LAT Enterprising strand of activity, responsible for ensuring we are identifying and taking advantage of any opportunities that may be available.
- Work with the ED to develop business plans and ensure an increase in year-on-year contribution from commercial trading.
- Take an analytic, data-driven approach to income generation to promote growth, and maintain a profit margin.
- Manage a range of projects to ensure they are timely, efficient and run to budget.
- Ensure that the Commercial & Operations Manager is hitting targets and support with identifying a retail range and strategy that will be appealing to our patrons. With the goals of expanding into e-commerce and achieving over £100k in sales in the next 5 years.
- Responsible for the event management of all third-party hires of the spaces.
- Manage the LAT properties that are rented.
- Work with LAT's existing corporate partners to ensure they are well looked after and that LAT delivers on the terms of any sponsorship we have with them.
- Identify additional local and national partners that LAT may be able to work with to expand our reach and deliver a financial return, including upselling our corporate training packages.



- Oversee the Professional Development Programme of work, ensuring it hits financial targets and reaches new audiences.
- Manage LAT relationships with 3rd party producers to deliver a fair return on LAT royalty rights.
- Develop and scale our birthday party packages and public programme strands of work, to grow our output and ensure targets are met. Achieve a target of 15% growth year-on-year for our Birthday Parties.
- Collaborate with the workshop design team to develop a commissioning offer and brand to grow this area of operation.
- Support the running of fundraising events including Galas and members / patrons events.
- Work with the wider staff team to identify and deliver on opportunities with a commercial return.

Visitor Experience

- Develop an Audience strategy with ED and relevant other staff, to ensure LAT is delivering a top class visitor experience.
- Involvement in redesigning the foyer spaces in both venues to ensure that they are inviting areas to encourage an increased dwell time and optimise secondary spend opportunities.
- Work with Commercial & Operations Manager to deliver FOH operation, ensuring that we have the appropriate well trained staff scheduled to work to adhere to H&S requirements and deliver a first-class visitor experience for all events that we deliver.



- Proactively look to improve the sustainability credentials of the organisation, including through advocacy, operations and outputs
- Manage Facilities Manager and ensure maintenance and cleaning is correctly prioritised and delivered in a timely manner.
- Responsibility for ensuring that the venues are kept clean and safe for all guests.
- Create and hone the unique LAT welcome, which communicates the venue's story and welcomes patrons and guests to both of our buildings.
- Book, vet and schedule contractors for both sites, using the LAT contractor handbook.

Other required duties

- Ensure that the LAT website contains up-to-date information on the commercial opportunities on offer, including rate cards, technical riders, catalogues, birthday party packages and any other relevant information, delivering an optimal customer journey.
- Work with the Marketing Manager to ensure that effective marketing collateral is produced and distributed for all areas of commercial activity.
- Ensure the LAT brand is appropriately represented in the wider industry, local and national areas.
- Represent the company as and when required at performances, workshops, and other networking events.



- Adhere to Little Angel Theatre's policies and procedures relating to Safeguarding, Health & Safety, Environmental Responsibility and Equal Opportunities.
- Attendance at all staff meetings, show "Meet and Greet" and VIP performances.
- Adhere to procedures relating to the proper use and care of equipment and materials for which the role has responsibility.
- Any other ad hoc duties or projects as required by the ED.

Perks of the job

- 4-day working week, with full 5-day pay.
- Industry-leading in supporting staff with a flexible work/life approach.
- Proactive approach to training and development.
- Generous annual leave allowance, including birthday leave.
- Free places on adult learning courses to develop your skills.
- Be part of an exciting, dynamic and award winning organisation.
- Complimentary tickets to shows for you and your family.
- Cycle to work scheme.
- Employee benefits scheme, including discounts at cinemas and local / national retailers.



PERSON SPECIFICATION

Little Angel makes work for a wide-ranging family audience. All staff members are expected to represent the company in a friendly and approachable manner at all times.

Essential

- Proven Ability to identify and capitalise on commercial opportunities.
- Experience in venue hire and event management.
- The ability to strategically prioritise and deliver projects from start to finish.



- Proficiency in data analysis and using insights to inform decision-making.
- A passion for providing exceptional customer service and creating memorable experiences.
- Experience leading a front of house team.
- Experience leading and managing teams.
- Proven ability to deliver on sales targets and create a results driven culture.

Desirable

- Experience in the arts or cultural sector: Familiarity with the industry and its specific challenges and opportunities.
- Experience of working in a sales environment.
- Experience as a buyer or working in a retail environment.
- An understanding of financial concepts and budgeting.
- Experience managing leased properties, residential or commercial lets.
- Knowledge of sustainability practices and a commitment to incorporating them into organizational initiatives.

This job will require proof that you have the right to work in the UK. We are legally required to perform a right to work check with the chosen candidate.



HOW TO APPLY

Please head to our website to see how to apply for the position:

<https://www.littleangeltheatre.com/about-us/jobs-and-opportunities/>

There you will need to download and complete our Application and Equal Opportunities forms.

Please send your completed application form to recruitment@littleangeltheatre.com

You can fill in our Equal Opportunities form here:

<https://forms.gle/9HvGCmqMvaGtqCuv7>

As part of any recruitment process, Little Angel collects and processes personal data relating to job applicants. Your information will be shared internally on a limited basis only for the purposes of the recruitment exercise. If your application for employment is unsuccessful, Little Angel will hold your data on file for six months after the end of the relevant recruitment process.



Closing date for applications: 5pm, Monday 21st October

Interviews: Week Commencing 7th November

Start date: As soon as possible

For more information about the company please see www.littleangeltheatre.com

Little Angel Theatre is an Equal Opportunities and accredited London Living Wage employer.

