

# Commercial Sales & Operations Manager 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

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<b>Reports to:</b>	Executive Director
<b>Salary:</b>	£28,750
<b>Hours:</b>	<p>Full time, Monday to Friday (10am-6pm regular hours). Overtime is not paid but time off in lieu will be given.</p> <p>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.</p> <p>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.</p> <p>This role has an expected in office average of 75%.</p>
<b>Holiday:</b>	26 days per annum + bank holidays (adjusted as part of 4-day week contract)
<b>Fixed term contract:</b>	1 year fixed term
<b>Commences:</b>	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](mailto: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

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## The Role

The Commercial Sales and Operations Manager is a key role, collaborating closely with the Executive Director and the wider organisation. This position is responsible for driving commercial returns across diverse income streams, which are vital to supporting the charity's financial viability. The successful candidate must possess exceptional organisational skills, strong customer relationship management abilities, a capacity for complex problem-solving, and a thorough understanding of the charity's outputs and mission.

This role will deliver sales targets of over £250,000, supporting all commercial operations, working with the wider organisation to develop innovative revenue streams, and ensuring a seamless customer experience - all to support the delivery of our ambitious growth plans for this area of work.

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 be a strong team player, with excellent communication skills, and a passion for delivering exceptional results.

The role will be well supported by in-house experience as well as opportunities for external mentoring and training – this is a fantastic opportunity for someone looking to take the next step in their career, or perhaps a shift in career. Although the right candidate will need to be able to work independently, they will thrive in our friendly, passionate and supportive staff environment.





### **Management and Administration of Sales**

- Have a full understanding of the suite of products that LAT has to offer, including:
  - Birthday Parties
  - Craft / puppetry workshops - for schools and other external venues
  - Bespoke puppet commissions
  - Suitcase shows - one off bookings & seasonal tours e.g. at Christmas
  - Schools digital packages
  - Corporate partnerships & training, including existing relationships
  - Space hires, including existing regular bookings
  - Puppet hires, including working with the design team to commission new puppets
- Manage complete sales cycle for existing products:
  - Administer the hires@ email account, ensuring exceptional customer service through prompt, professional responses to enquiries.
  - Delivering competitive quotes for work, proactively liaising with other staff members, making sure offering is achievable and costed appropriately to deliver a commercial return to LAT.
  - Book in space and staffing requirements once projects are confirmed - liaising with the Finance and Commercial Administrator for any freelance staffing required.
  - Ensure clear robust contracts are issued in a timely manner for all hires / commissions, including ensuring that hirers have safe access / use of space.
  - Work with finance to ensure that invoices are issued for work in advance of delivery and support with credit control for invoices issued in relation to commercial activity.
  - Document event plans for confirmed projects to ensure project requirements are clear and achievable, and that these plans are cascaded to other delivery staff members as needed.
  - Act as a duty manager for external events taking place on site.
- Proactively seek out new opportunities for sales of existing products, including:
  - Ensuring 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 team 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.
  - Identify new local and national customers through direct sales approaches, exploring our existing customer database, and wider resources to reach new customers, including schools and other corporate clients.

### **Retail Sales and Product Development**

- Produce seasonal ranges, taking into account GP% - ensuring product spend is proportional to income and taking onboard feedback – presenting changes / updates to group meeting in advance of new seasons
- Manage cost of sale spend, ensuring all spends are logged on the shared spreadsheet
- Taking the lead on visual merchandising / setting up the shop prior to new shows opening (during turnaround week)

- Ensuring all stock is in place at least 1 week prior to the first show of the season and complete catalogue of products is documented for ongoing orders, including ensuring Shopify is up to date with new products and stock levels are correct
- Improving LATs online retail presence, in liaison with Marketing
- New product development for on-site, online and external sales
- Work with other staff responsible for elements of the retail operation to ensure revenue targets are hit and identify issues / adapt if underperforming.
- Support with end of FY stock take

### **Supporting Commercial Strategy**

- Work with the ED and across the organisation to identify and take advantage of commercial opportunities - ensuring 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
- Update and monitor budgets for commercial activity, ensuring robust forecasting
- Proactively look for opportunities for upselling / cross-selling within LAT's existing client base, both to optimise commercial return, or deliver on other areas e.g. philanthropic opportunities
- Work with the ED to develop business plans for the enterprising strand / proposed projects
- Work with the wider staff team to identify and deliver on new opportunities with a commercial return
- Regularly undertake benchmarking exercises to compare LATs performance against other similar organisations to ensure that we remain competitive





### Other required duties

- Represent the company as and when required at performances, workshops, and other networking events. LAT 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.
- 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 company



### 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.



# HOW TO APPLY

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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](mailto:recruitment@littleangeltheatre.com) with the subject line **CM26**.

**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.

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.

**Closing date for applications:** 5pm, Monday 26<sup>th</sup> January

**Interviews:** Week Commencing 2<sup>nd</sup> February

**Start date:** As soon as possible

For more information about the company please see [www.littleangeltheatre.com](http://www.littleangeltheatre.com)

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

