



SALES AND TICKETING DIRECTOR

Background

Global Creatures specialises in producing new theatrical works, combining innovative stagecraft and spectacular theatricality.

The company's first venture was in 2007 with *Walking With Dinosaurs – The Arena Spectacular*, which became an international sensation and toured for twelve years. The arena show *How to Train Your Dragon Live Spectacular* followed in 2012, and a year later Global Creatures staged its first theatre production – the ground-breaking musical *King Kong*. The show had its world premiere at the Regent Theatre in Melbourne and opened at the Broadway Theatre, New York in November 2018. *King Kong* was honoured with a Special Tony Award for the creation of the title character.

Moulin Rouge! The Musical was the first Global Creatures production to debut outside of Australia, having its world premiere in Boston in 2018. The show transferred to Broadway's Al Hirschfeld Theatre in July 2019. *Moulin Rouge! The Musical* was an instant hit with critics and audiences alike, with productions now scheduled for the UK and Australia in addition to a US national tour.

Global Creatures is proudly an Australian enterprise, headquartered in Sydney with offices in New York and London.

The Role

The SALES AND TICKETING DIRECTOR is responsible for setting strategic direction on ticket sales and revenue across the Production. This will include analysing and recording sales trends, producing forecasts and leading on all tactical ticketing initiatives.

Responsibilities

- Work with the Marketing and Production teams to create strategies that maximise ticket sales and revenue generated for the Production as well as initiatives to attract new and underrepresented audiences.
- Develop, monitor, and adjust the sales and pricing strategies.
- Analyse daily and weekly sales reports, and produce any required ad-hoc sales reports, to effectively track the short-term and long-term sales success of the Production.
- Maintain an industry wide oversight on sales and ticketing in order to identify risks and opportunities for the Production.
- Monitor show seating plans to pinpoint emerging inventory concerns and propose appropriate plans of action to optimise revenue and attendance levels.
- Glean insights on emerging trends in the Production's audience data and make recommendations based on these findings.

- Work with the Production, Marketing and Venue teams to ensure that the Production meets Global Creatures' goals for audience development, specifically to create ticketing strategies that encourage attendance from first time theatre goers and underrepresented audiences.
- Explore new revenue streams to achieve a higher yield for the Production, for example, through partnerships with hospitality and or hotel providers.
- Create, maintain and distribute revenue forecasts to the Producers, and assist in the creation of production recoupment schedules and projections.
- Take the lead on all processes with the theatre box office / theatre owner's ticketing department.
- Direct all set-up processes for booking period extensions.
- Manage allocation set-ups and mark back schedules for holds (these include but are not limited to house seat holds, tech holds, cast rate holds and day/lottery seats).
- Oversee improvements to the purchase flow and user experience for ticket bookers.
- Give input on all relevant agreements to ensure that terms are favourable to the production and in line with competitive theatre custom and practice.
- Work with the Production, Marketing and Venue teams to organise access performances.
- Spearhead troubleshooting on all aspects of Ticketing Operations and work closely with the Marketing and Theatre Management teams on all relevant aspects of customer service.
- Work closely with the Production's Marketing Agency to ensure that the Production receives the most appropriate third party (Ticket Agent) distribution and presence.
- Forge and maintain excellent working relationships with Ticket Agents, Venue teams and suppliers with a particular focus on developing bespoke and/or wholesale agreements where appropriate.
- Regularly audit and determine whether the inventory is effectively marketed across the approved web distribution channels.
- Oversee an effective system of processing and reporting house seat bookings and supervise a direct report who will process all house seat requests for the production.
- Any other duties as may be reasonably required in the course of your duties.

Terms

- Hours: 10 am to 6 pm Monday to Friday with an hour for lunch but out of hours work will be expected, as necessary.
- Salary: subject to experience.
- Location: Global Creatures Office - Covent Garden, London.
- Holiday: 20 days per annum plus Bank Holidays.
- Probation period: 12 weeks.
- Contract Type: Permanent.
- Notice Period: 4 weeks during the probation period, 8 weeks thereafter.

How to apply

Please send your CV with a covering letter to ukoffice@global-creatures.com by 5pm on Wednesday 29th September. Please note all applicants must have the right to work in the UK.

Successful candidates will need to adhere to the company's following guidelines should an offer of employment be made:

In order to protect the health of everybody working on our productions, and to help avoid unnecessary self-isolation or show closures with consequential loss of salary for all, we are only able to consider for any position, candidates who are already either fully covid vaccinated, or who intend to accept vaccination in a timely fashion as offered by the NHS. The only exceptions we can make to this are for those who are exempt. You may be asked about this at or prior to interview and to provide evidence of your vaccination.

You acknowledge that you will be required to adhere at all times to the company's COVID-19 protocols. These may include mandatory, supervised COVID-19 testing and the requirement to wear a facemask. The company's protocols will incorporate the local COVID-19 protocols of the rehearsal room, theatre and any other premises in which you are required to work. You acknowledge that this is a dynamic situation and protocols may change. The Producer will use reasonable endeavours to support you and keep you acquainted with all applicable health and safety protocols. Lack of compliance may be construed as a disciplinary offence.