

ABBEY THEATRE AMHARCLANN NA MAINISTREACH

ABBEY THEATRE Amharclann na Mainistreach | Job Description

JOB TITLE:	Sales Manager
RESPONSIBLE TO:	General Manager
CONTRACT:	Full time Permanent

For 117 years, the Abbey Theatre has played a significant role in reflecting Ireland's evolving cultural, political and social identity. It has done so through the creation and staging of an important literary repertoire which has helped Irish people to understand and communicate what it means to be Irish. This role continues, as the nation's sense of identity continually evolves and our population becomes increasingly multicultural. In this more globalised world, it is vital that the Abbey Theatre continues to stand proudly amongst our peers as a world-class national theatre, touring our work internationally and attracting great artists to work in Ireland.

The Abbey Theatre's mission is to effectively and imaginatively engage with all of Irish society through the production of ambitious and courageous theatre, in all its forms. Ireland's National Theatre is artist-led and audience-focused. We aim to ensure our programmes are driven by ambitious, big ideas by theatre-makers of all disciplines, relevant to our times, and communicated effectively to all our citizens and stakeholders.

Our vision is to build a 21st century theatre and company, where creativity drives our every move, developing the artists and audiences of the future. We will be a confident collaborative company, leading the way in how Irish theatre is developed, produced and disseminated; and where everyone who works with us, irrespective of their role, knows that they are contributing to the work of one of the world's great theatres.

Planning is in train for the re-building of the Abbey Theatre in line with the Project Ireland 2040 plan announced by the [Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media/](#)

The Abbey Theatre is the National Theatre of Ireland. It occupies a unique position in the hearts and minds of Irish people. Comprised of two auditoriums, the Abbey Stage with a capacity of 492 seats, and the Peacock Theatre, with a capacity of 132 seats, the company produces a year-round programme of productions, public readings, talks, workshops and artistic development work.

The Role:

An opportunity exists in the Abbey Theatre for an experienced sales professional looking for an ambitious, results driven sales role to drive the ancillary revenue streams as part of the internationalisation and investment strand of our five year strategy. This person should thrive in generating new business, be an excellent relationship manager and optimise sales potential from existing stakeholder relationships be that digitally or in person.

This role will optimise sales opportunities through having a comprehensive understanding of our ancillary revenue streams: experiences, backstage tours and group packages for educational, tour operators and group bookers, Theatre Skills for Business for corporate clients.

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The Sales Manager is a member of the Sales and Customer Service Management Team and line manages the Events Coordinator and the Tours & Experiences Coordinator.

This role will have sales targets for the corporate, third level institution and tour operator markets.

RESPONSIBILITIES

General

- Learning and familiarising with content and benefits of all the Abbey Theatre's ancillary revenue streams.
- New business development for experiences, backstage tours and group packages for educational and group bookers, Theatre Skills for Business for corporate clients.
- Retain and optimise revenue potential from existing educational and corporate clients.
- Identifying, creating and nurturing positive and trusting relationships with clients.
- Working closely and nurturing relationships with workshop facilitators and foster strong interdepartmental relationships.
- Recording all client interactions on Tessitura, our Customer Relationship Management system
- Reaching annual sales target, agreed KPIs and increasing market share for all ancillary revenue streams.
- Monitoring experiences and new revenue streams as they develop in leading Irish and international venues

Business Development

- To introduce our ancillary revenue streams to an agreed number of new contacts per month
- To continue to build and nurture existing client relationships with an agreed number of contacts per month.
- Meet agreed sales targets on a monthly basis.
- Lead on our ancillary sales strategy.
- Arrange and host familiarisation visits and client events to generate new business.

Customer Service

- Provide leadership to an integrated Sales and Customer Service Team that delivers an efficient, professional and welcoming environment to the public and all stakeholders.
- Listen to and respond to a client brief with an articulate quote.
- Respond to client feedback/ enquiries within 24 hours.
- Constantly update knowledge regarding experiences / activity in similar theatres, venues and visitor attractions.

Leadership and Management

- With the Sales and Customer Service management team, implement the sales and customer service plan to deliver on department objectives.
- Represent the organisation at relevant external and internal meetings and events as required.
- Establish and maintain relationships with industry peers and stakeholders.
- Ensuring all direct reports are delivering on their KPI's.

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Finance

- Implement, maintain and review Standard Operational Procedures (SOPs), policies and systems to improve efficiency and reduce costs.
- Experience of budgeting and financial management; provide accurate reporting and forecasting to ensure all KPIs are being achieved to the required standard.
- Undertake any other tasks as may be deemed reasonable and appropriate.

Health & Safety:

- Adhere to the theatre's Health and Safety policy and to current legislation.
- Work closely with the General Manager and other Abbey Theatre team members and consultants to create and maintain a safe working environment, develop safe systems of work and training for the S&CS department.

Strategy

- Lead on the sales strategy for ancillary revenue streams
- To introduce our ancillary revenue streams to an agreed number of new contacts per month
- To continue to build and nurture existing client relationships with an agreed number of contacts per month
- Meet agreed sales targets on a monthly basis
- Lead on our ancillary sales strategy
- Provide leadership to an integrated Sales and Customer Service Team that delivers an efficient, professional and welcoming environment to the public and all stakeholders.

KEY RELATIONSHIPS

Internal

- Sales & Customer Service
- Fundraising
- Senior Management Team
- Communications
- Community and Education
- Production
- Finance
- HR

External

- Abbey Theatre customers
- Abbey Theatre stakeholders
- The corporate market
- Third level institutions
- Tour operators

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PERSON SPECIFICATION

Essential

- At least 3 years' experience in a sales focussed industry with tangible examples of nurturing client relationships and achieving sales targets in a B to B and B to C environment.
- At least 3 years' experience in approaching, interacting and securing sales from a mix of clients.
- Excellent people skills and enthusiasm for creating meaningful relationships.
- A rigorous approach to service delivery including strong administration skills, strong communication skills and great attention to detail.
- Passion and experience for cross selling and identifying new opportunities.
- A high level of self-motivation and autonomy with the ability to contribute to the sales team's goals.

Desirable Skills:

- An interest in theatre, arts and personal/professional development

APPLICATION PROCESS

To apply, please send the below information:

- Up to date CV
- Cover letter
(*Outlining why you want this particular post and highlighting the skills and experience that you could contribute*)

Agnieszka Myszka HR Generalist

recruitment@abbeytheatre.ie

The closing date for applications is 5 pm on **Friday, 1st October 2021**

The Abbey Theatre is an equal opportunities employer