



Job Description

Job Title: Sales & CRM Lead

Responsible to: General Manager, Stoller Hall

Works closely with: Development, External Communications & Stoller Team

CONTEXT:

Chetham's is a unique cultural institution and charity in the heart of Manchester combining music, education, and heritage. We are home to three extraordinary places - Chetham's School of Music, Chetham's Library, and Stoller Hall - and we are united by one clear vision which is to bring people together.

We believe in the power of music and creativity to unite people, and we are committed to educating and inspiring the next generation of musicians and thinkers.

We are driven by our values to make music and education more accessible, to enrich the lives of people in Manchester and beyond, and to improve health and wellbeing through the magic of music and learning.

We're embracing our roots and opening the doors to our world-class facilities and collections to make a positive, long-lasting impact on local communities.

As we expand our programme and audiences, we are looking for a Sales & CRM Lead to lead the strategic and operational development of audience engagement, ticketing and sales across Stoller Hall, Chetham's School of Music and Chetham's Library.

Our venue is modern and purpose built, and our whole team pride themselves in the variety of events we deliver, our excellent team working, and the great artist, client and audience experiences that we facilitate.

PURPOSE:

The Sales & CRM Lead will lead the development and delivery of ticketing, CRM and sales strategy across Stoller Hall, Chetham's School of Music and Chetham's Library.

The postholder will take strategic ownership of Spektrix and audience data, using insight to support sales growth, audience development and informed decision making. They will lead pricing, ticketing and sales approaches while ensuring that commercial objectives are balanced with accessibility and inclusion.

The postholder will oversee the day-to-day box office function, developing systems, processes and team capability to provide an efficient, accurate and personal service. They will work closely with Marketing, Operations, Development, Chetham's School of Music and Chetham's Library, as well as promoters, agents and external partners.

This role combines strategic leadership with operational oversight and is expected to contribute to event delivery as required, providing support and cover for the wider Stoller Hall team.

The role will work across the following key areas:

- CRM, data and audience insight
- Sales, revenue and audience development
- Box office, customer experience and event delivery

KEY RESPONSIBILITIES:

CRM & Data Strategy

- Lead the strategic development and use of the CRM system (Spektrix), embedding best practice across the organisation.
- Develop segmentation, reporting and audience insight to inform programming, marketing, fundraising and sales decisions.
- Use data to identify and remove barriers to access, supporting inclusive audience growth.
- Ensure customer data is accurate, useful and managed in accordance with GDPR and current data protection legislation.
- Drive continuous improvement in data quality, systems, reporting and organisational use of CRM.

Sales & Revenue Generation

- Develop and deliver ticket sales strategies to maximise income, occupancy and audience reach.
- Lead pricing, discounting, promotional and yield-management approaches that balance income generation with accessibility.
- Work closely with Marketing to develop targeted, insight-led campaigns and respond to sales performance.
- Build and manage relationships with promoters, agents, ticketing agencies and partners to optimise sales performance.
- Contribute to long-term commercial, audience development and income-generation strategy.

Box Office Operations

- Oversee the day-to-day operation of the box office across Stoller Hall, Chetham's School of Music and Chetham's Library.
- Ensure accurate event set-up, pricing, allocations, offers, discounts and reporting within Spektrix.
- Maintain exceptional customer service standards across telephone, email, online and in-person channels.
- Act as an escalation point for complex customer, ticketing and financial queries.
- Ensure systems and processes support a calm, professional, welcoming and personal customer experience.

Event & Ticketing Delivery

- Oversee event builds, on-sale processes, ticket allocations, guest lists, agency sales, mark-backs and settlements.
- Ensure accurate and timely communication of event information to customers, colleagues, promoters and partners.
- Manage key internal ticketing relationships and requirements across the School, Library and Development teams.
- Ensure access requirements and the needs of customers with additional needs are consistently supported.
- Contribute to event delivery and provide box office or front-of-house support where required.

Team Leadership & Development

- Line manage, support and develop Box Office staff and casual team members.
- Foster a supportive, inclusive and high-performing team culture.
- Work with FOH and Operations colleagues to recruit, train, supervise and rota box office event staff.
- Develop user guides, training resources and consistent working practices, sharing knowledge across the organisation.
- Support continuous professional development, learning and improvement within the team.

Systems & Continuous Improvement

- Lead ongoing development of CRM and ticketing systems to improve the customer journey and organisational efficiency.
- Identify opportunities to integrate CRM activity with marketing, fundraising and audience development.
- Champion innovation and test new approaches, technology and processes where appropriate.
- Use evaluation, sales performance and audience insight to recommend and implement improvements.

General Responsibilities

- Work collaboratively across departments and contribute positively to the wider work of the organisation.
- Be responsible for his/her personal presentation, health and physical fitness.
- Maintain a high level of attendance.
- Take all possible steps to ensure a safe working environment for self and others.

CHILD PROTECTION AND SAFEGUARDING CHILDREN

As a post holder I recognise my responsibility to promote and safeguard the welfare of children and young people for whom I am responsible, or with whom I come into contact. I will adhere to and ensure compliance with Chetham's Child Protection and Safeguarding Policy, the Staff Code of Conduct and related documents (available at www.chethams.com) at all times. If, in the course of carrying out the duties of the post, I become aware of any actual or potential risks to the safety or welfare of students at Chetham's, I have a duty to follow the reporting routes and to report any concerns to the Designated Safeguarding Lead or to the Joint Principal (NS).

Our Policy and Procedure is in line with national directives and must be adhered to by all staff. Chetham's is committed to the development of good practice and sound procedures. We will always endeavour to fulfil our duty to challenge or intervene in order to protect all students at Chetham's. Concerns and referrals will be handled in a sensitive and professional manner which will support the needs of students and staff. Chetham's recognises the contribution it can make to protect and support students. I agree that I have read and understood the attached job description.

I agree that I have read and understood the attached job description.

Employee's name

Employee's signature

Date



PERSON SPECIFICATION

Essential

- Suitability to work within a school environment
- Significant experience working in an arts venue, concert hall, festival or similar
- Strong experience of CRM/ticketing systems and audience data management
- Experience of driving ticket sales and revenue growth
- Proven ability to analyse data and translate insight into action
- Experience managing box office operations, including event builds, pricing and allocations
- Experience of responsibly undertaking financial administration tasks
- Thorough attention to detail, ensuring accuracy across financial transactions, event set ups and customer data
- Awareness of current data protection legislation and GDPR
- Superb interpersonal and customer service skills and ability to communicate calmly and positively with a range of audiences
- Highly organised and motivated, able to work to multiple deadlines and prioritise workloads calmly and effectively
- Strong leadership skills, with experience managing or developing teams
- Commitment to accessibility, inclusion and audience development
- Ability to work confidently across standard PC software and venue-specific systems including Box Office CRM systems

Desirable

- Experience of working in a strategic CRM, sales or box office management position
- Experience of the Spektrix box office system and Artifax event management software
- Experience of pricing strategy and yield management
- Experience integrating CRM with marketing, fundraising and audience development
- Experience working with promoters, agents and commercial partners
- Good understanding of and enthusiasm for music and performance across all genres
- Experience of directly supporting, developing and motivating a team
- Experience of producing written training resources and 'handbooks'
- Awareness of how the Box Office can support marketing, fundraising and audience relations, and a genuine interest in improving and developing systems across the organisation
- Experience of contributing to organisational strategy and systems development
- Experience of working on corporate events and conferences