

ALMEIDA THEATRE

About the Almeida Theatre

The Almeida is a London theatre company with a national and international reputation for producing work of the highest standard - achieving recognition through consistent critical acclaim, increasing national reach, international profile, full houses and breadth of audiences.

Based in Islington, the Almeida Theatre began life as a literary and scientific society – complete with library, lecture theatre and laboratory. We are known for creating brave, ambitious, compelling theatre.

The company has been led for the last twelve years by Artistic Director Rupert Goold and Executive Director Denise Wood who will step down in the new year. Under Rupert's artistic leadership the heart of the Almeida's vision is to make bold work which challenges and questions theatre, and the world we live in; bringing together the most exciting artists to interrogate, provoke, inspire and entertain audiences through new writing and reinvigorated classics. Dominic Cooke will take up the post as the Almeida's Artistic Director in 2026.

In addition to the main repertoire, there is a wide-reaching programme of Participation work engaging with young people, the Islington local community and schools, an events programme including live and digital content, and Almeida productions regularly transfer to the West End and beyond.

The Almeida is supported by Arts Council England and raises further income through ticket sales and the support of generous individual givers and corporate sponsors.

Job Description

Job title: Sales and Insights Manager
Responsible to: Director of Marketing and Communications

Brief:

Purpose of Role: The Sales and Insights Manager leads on the management and development of the CRM database and ticketing system (Tessitura). They are responsible for reporting and in-depth analysis of sales and data with the aim of better understanding our audience and delivering creative, data led, and results driven marketing campaigns.

The Marketing & Communications team is crucial to the success of the Almeida's ambitious vision and the strategic priorities for the team include:

- Build and manage the brand of the Almeida Theatre across London, the UK and internationally.
- Take a strategic and data first approach to marketing and promoting the Almeida and its work in order to deliver income targets in excess of £3 million in ticket sales each year.
- Build and diversify the audience who experience our artistic programme and increase engagement levels among those currently least engaged in arts and culture.
- Engage with a significantly bigger audience than current ticket purchasers, curating a cultural conversation predominantly through the creation and distribution of digital content.
- Develop a segmentation strategy for audiences based on insights from our CRM system (Tessitura).
- Generate additional income from growth of the Almeida Membership and the promotion of auxiliary sales.

Key Responsibilities:

CRM:

- Lead on management of Almeida's central CRM database, Tessitura, and act as principal point of contact with Tessitura for all system maintenance, development, and upgrades.

- Work closely with the Marketing and Development teams to maximise the use of our CRM systems and ensure they are fit for purpose and align with the goals of the organisation.
- Ensure the CRM provides an effective sales funnel and is an efficient sales process.
- Work with the Box Office Manager to set up on-sales for new productions and events.
- Update the information and content in TNEW (online booking system), working Box Office Manager to ensure a smooth sales path.
- Work with the Development team to enhance our insight into current and prospective supporters. In particular, working to support Membership recruitment and retention, to encourage donations.
- Work with the Marketing Manager to produce audience segmentation strategies.
- Help troubleshoot queries or issues, related to Tessitura filtering those that cannot be resolved internally through to the Tessitura support.
- Provide support to all of the key departments within the Almeida which generate and use data, including set up of users, and provide training as required.
- Be a key part of the Almeida's GDPR team ensuring all our data collection and processing complies with all current and future data protection legislation.

Sales, Insights and Data:

- Compile and deliver sales reports and analysis to relevant departments across the organisation, including senior and executive leadership, tailoring reports to suit a range of requirements.
- Monitor ticket inventory and introduce strategies for managing ticket holds.
- Provide up-to-date data analysis and reporting on marketing activities to help improve the effectiveness of campaigns.
- Use sales data analysis to advise the Director of Marketing and Communications on ticket pricing strategies.
- Manage our digital audience survey (Survey Monkey) and Arts Council data collection platform (Illuminate), collating and reporting on the results and evaluation of campaigns and audiences.
- Help guide the Almeida's audience development strategy through customer research and data analysis relating to existing and new audiences.
- Support other departments with data collection and analysis.

Other duties:

- Be jointly responsible for the accuracy of all marketing communications, maintaining the theatre brand at all times, and advocating for this across the organisation.
- Support the Marketing Manager with digital advertising.
- Help to develop and deliver marketing strategies to increase income from auxiliary sales such as merchandise and Almeida Café & Bar.

Person Specification

- Enthusiasm for theatre and the work of the Almeida.
- Significant experience of CRM and ticketing systems, ideally Tessitura.
- Digitally and technologically fluent, with understanding of relevant software and systems.
- Knowledge of in-depth ticketing data-analysis and reporting techniques.
- Highly numerate, with an interest in data and statistics.
- Experience of driving forward key audience development objectives.
- Strong attention to detail.
- A creative thinker, problem solver and confident decision maker.
- Excellent verbal and written communications skills.
- Ability and confidence in managing relationships with both internal and external stakeholders.

Equality, Diversity and Inclusion

We want to create and sustain a productive, diverse and inclusive working environment. We ask everyone who works with us to champion this ambition and embed it in their day-to-day work being at the heart of our Actions for change: Equality, Diversity and Inclusion Policy and monitored through our Action Plan.

Environmental Sustainability

We aim to be an environmentally sustainable organisation and ask that all our teams work to support this. In doing so we are seeking to promote efficient and sustainable practices that create

minimal impact. This is outlined in our Environmental Sustainability Policy and tracked in our annual action plan.

Remuneration and Hours:

Salary: £41,000 per annum

Holiday: 25 days per annum

Probationary period: 3 months

Notice period: 3 months

Pension: As part of auto-enrolment you may be eligible for NOW pension. The Almeida contributes 3% of basic salary to a stakeholder pension scheme (Scottish Widows), following 6 months' service and successful probationary period.

Other benefits: theatre ticket subsidy scheme, season ticket loan, theatre tickets, staff discount in the Almeida bar and other local amenities.

Location: This position is based at the Almeida's administration offices at 108 Upper Street, London N1 1QN. There will also be the opportunity to work remotely.