



JOIN THE JOURNEY

SALES TEAM CO-ORDINATOR  
JOB DESCRIPTION

TOBACCO  
FACTORY  
THEATRES





## ABOUT US

## SCOPE

## KEY RESPONSIBILITIES

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## APPLICATION PROCESS

Tobacco Factory Theatres is A Place of Welcome and Wonder. A safe and inspiring place to share stories and be creative. Based in the iconic Tobacco Factory in South Bristol, our work connects people through the power of live theatre and the arts.

We present over 400 performances annually to audiences of over 60,000 including bold in-house productions and co-productions with nationally respected companies. We also receive many of the country's top touring performances, from exciting new work to comedy, music, spoken word and work for families.

We have two dynamic spaces, The Spielman which houses our experimental and engagement programme and The Factory, a flexible and unique space which presents work in a variety of ways including our distinctive 'in the round' configuration.

Over 400 local creatives take part in our Artistic Development programmes; including our Acting and Writers Labs and city wide Artist Membership scheme. We are proud to offer thousands of creative learning and participation opportunities to local people through our Get Involved programme from regular workshops to bespoke offers.

In 2024, we made our work more accessible than ever with over 5,000 financial difficulty and Under 26 tickets issued for those who would not be able to attend at the standard price. At Christmas we were delighted to offer our free Community Performance for local youth projects, refugee charities who support asylum seekers, school children and organisations working with people with additional needs.

Working from a place of sustainability, the last year at TFT has been an exciting time of growth for the organisation with 3 new home made productions; The Marriage of Figaro (co-produced with Opera Project), Hansel and Gretel (co-produced with New International Encounter) and The Winter's Tale (directed by our Artistic Director, Heidi Vaughan) forming part of a dynamic new in-house production programme. These productions compliment our extensive received programme and dynamic Get Involved activities, bringing opportunities to welcome even more people through our doors as part of our wonderful journey.

SALES TEAM CO-ORDINATOR

Reports to:	Marketing & Sales Manager
Hours:	24 hours per week, including an essential Monday shift and occasional evening and weekend work
Salary:	£27,477 pro rata
Contract:	1 year fixed term
Holiday:	30 days (pro rata) per annum inclusive of Bank Holidays

Tobacco Factory Theatres is looking for a positive, proactive, and enthusiastic Sales Team Co-ordinator to join our Sales team in this newly developed role. As a key member of the team, you will support and drive sales across box office, marketing, communications, and fundraising to help maximise revenue and audience engagement.

Based primarily at the Box Office, you will oversee the day-to-day operations of the Sales team, ensuring smooth and seamless customer interactions across all areas, from ticket sales to memberships and fundraising campaigns. You will line-manage a team of Sales Assistants, supporting their development across a range of sales functions, including audience engagement, data management, and relationship building.

While all cross-department relationships are important, the Sales Team Co-ordinator will work very closely with the Front of House Co-ordinator to ensure that the customer experience at TFT is seamless across all front facing touchpoints.

### Customer Engagement & Sales Strategy

- Ensure a high standard of customer service across all sales channels (in person, phone, and online including social media).
- Proactively sell tickets, memberships, and fundraising opportunities to maximise revenue.
- Support and implement sales strategies to encourage audience engagement and income generation.
- Promote and facilitate group and school bookings, working collaboratively with the wider Sales team.
- Work during show incomings to manage counter sales, enquiries, and liaise with Front of House staff.
- Review and respond to customer comments, investigating and resolving issues where necessary.
- Monitor social media platforms for sales-related enquiries and respond as needed.
- Update the website, social media, and on-site posters with weekly show information.

### CRM & Data Management

- Maintain accurate customer and fundraising records using Spektrix, supporting marketing and fundraising initiatives.
- Support the Fundraising Manager with the set-up and administration of memberships, donors, and fundraising campaigns.
- Assist the Communications & Fundraising Director by compiling audience insights from Spektrix reports to inform marketing strategies and Arts Council England reporting.
- Ensure all sales processes (including Event set up, ticket promotions and fundraising campaigns) are completed accurately and efficiently.

### Team Leadership & Operational Coordination

- Line-manage and support a team of Sales Assistants, providing training and development opportunities.
- Create weekly staff rotas, ensuring adequate coverage for the Box Office and sales functions.
- Oversee Box Office infrastructure, including phones and payment devices, ensuring smooth daily operations.
- Support campaign implementation and coordinate sales activities across multiple touchpoints.
- Ensure timely and accurate reconciliation of Box Office takings, investigating discrepancies as needed.

### Additional Responsibilities

- Assist with in-house print distribution and poster displays in the Box Office and bar area.
- Support the Marketing & Sales Manager with ticket agency allocations and sales reporting.
- Take an active role in promoting the theatre programme to ensure informed customer interactions.

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All applications will be considered.

Whilst we welcome applications from people of all backgrounds, we encourage applications from people whose identities or backgrounds are under-represented in our organisation, including those who face barriers to opportunities, people from working class backgrounds, people from the LGBTQIA+ community, and people from Black, Asian, traveller, mixed heritage or other global majority backgrounds.

If this applies to you, please refer to this in your application and we will guarantee an interview if you meet the criteria listed in 'We would like to hear from people who have'.

### WE WOULD LIKE TO HEAR FROM PEOPLE WHO HAVE:

- Experience working in a customer service or sales environment, with strong knowledge of sales techniques.
- Experience of managing a database using a CRM system (preferably Spektrix).
- Proven ability to work within and lead a team, providing support and development to colleagues.
- Excellent IT skills, including proficiency in Microsoft Office (Word, Excel, Outlook).
- Strong organisational skills with the ability to multitask, prioritise, and meet deadlines.
- Excellent written and verbal communication skills.
- Ability to work independently and use initiative to solve problems.
- A positive, proactive, and enthusiastic approach to sales and audience engagement.

### YOU MAY ALSO HAVE:

- Experience working in a theatre, arts, or cultural organisation.
- Knowledge and enthusiasm for the arts, particularly theatre.
- Previous experience with ticketing systems, preferably Spektrix.
- Familiarity with tools like Trello, Canva

## SUBMITTING YOUR APPLICATION

- 1 Include one of the following:
  - Completed [application form](#) outlining your experience against the personal specification.
  - A short film/audio file explaining your relevant experience and interest in the role.

- 2 Also include a completed [Equalities Monitoring form](#).

- 3 Please email us using the subject line below:



Email: [recruitment@tobaccofactorytheatre.com](mailto:recruitment@tobaccofactorytheatre.com)  
Email Subject: Sales Team Co-ordinator



Application Deadline: 10am Wed, 23 July 2025



Interview dates: Last week of July

## ALTERNATIVE FORMATS & ENQUIRIES:

If you need the Application Pack in an alternative format or have questions, email [recruitment@tobaccofactorytheatre.com](mailto:recruitment@tobaccofactorytheatre.com)