

# Citizens Theatre

## Job Description

<b>Role:</b>	<b>Head of Commercial Operations</b>
<b>Responsible to:</b>	<b>Executive Director (TBC)</b>
<b>Responsible for:</b>	<b>FOH Manager, Bar &amp; Events Manager</b>
<b>Key Relationships:</b>	<b>Technical Director, Finance Director, Head of Marketing</b>

### **Purpose of the role:**

The Head of Commercial Operations works closely with the Executive Director and Senior Management Team to maximise income through a variety of commercial trading streams and ensure the Citizens Theatre is delivering an excellent experience for the theatre's customers.

Following a six-year closure for a major redevelopment of the building, we intend to reopen the Citizens Theatre to the public in August 2025. The transformed building and facilities will present new opportunities for artistic, participation and commercial activities, including a new bar/café.

The Head of Commercial Operations will work with the Technical & Building Director to establish the Building Operating Plan, and create the policies, procedures and training necessary to ensure the safety of staff, audience and visitors and compliance with statutory responsibilities. You will establish our new Welcome Team, directly line managing the FOH Manager and Bar & Events Manager and supporting the recruitment and training of all Front of House staff. The role will lead the proactive development of a new events and hospitality business, and work with colleagues to integrate this into the operational activities of the theatre.

This is an exciting opportunity to join the team ahead of the reopening to establish the systems, processes, policies, recruitment and training necessary to ensure an exceptional welcome to our visitors when we reopen our doors in the summer.

### **Responsibilities:**

#### **Commercial**

- With the Executive Director, develop and implement a commercial strategy that maximises the commercial potential of the Citizens Theatre property and assets, and secures profitable earned income from trading activities
- With the Executive Director, Head of Marketing and other relevant staff, develop an audience strategy that ensures the Citizens Theatre is delivering an excellent visitor experience
- Contribute to the design of foyer spaces to ensure they are inviting areas to encourage an increased dwell time and optimise secondary spend opportunities
- Lead the creation and delivery of the unique Citizens Theatre Welcome, which communicates the theatre's story and welcomes patrons and guests to our building
- Oversee the delivery of a professional and welcoming front of house, which reflects our Glasgow community, excels in customer service and is responsive to all aspects of the building's activity, working with the Front of House Manager
- Oversee the promotion, management and effective provision of bar catering services, working with the Bar & Events Manager
- Work with the Executive Director and Development Director to promote and secure sponsorship and corporate packages

- Take an analytic, data-driven approach to income generation to promote growth and maintain profit margins, and set targets, KPIs and procedures to meet the commercial ambitions of the Citizens Theatre
- Lead the annual budgetary and forecasting procedures for commercial and trading activity, and provide reports for monthly review
- Work with the wider team to identify and deliver on opportunities with a commercial return

### **Operations**

- With the Technical & Building Director, lead the creation, implementation and management of the Building Operating Plan
- Appoint and manage appropriately skilled staff to deliver the commercial and operational requirements of the Citizens Theatre
- Oversee the selling of alcohol in line with the Company's alcohol policy and ensure effective compliance with the Company's licence as Designated Premises Manager
- With the Building & Facilities Manager, support and ensure the maintenance and security of the building, including supervising maintenance and housekeeping contractors
- With the Technical Director and Building & Facilities Manager, ensure statutory inspections and routine checks on health and safety and security are scheduled, undertaken, accurately recorded and, where appropriate, reported in a timely fashion
- Liaise with relevant authorities in the management of the site and buildings, e.g. Glasgow City Council, Environmental Health, Licensing etc
- Contribute to an annual preventative maintenance plan which takes into account all periodic inspections, routine maintenance tasks and minor works required
- Be a keyholder and be on call should issues occur out of hours, and be a Premises Licence Holder

### **Health & Safety**

- With the Technical Director, Head of Production and Executive Director, be responsible for the implementation of the Health & Safety Policy across the organisation, and attend meetings of the Health & Safety Committee
- Develop, implement and oversee policies and procedures to ensure full compliance with all legal obligations and licensing requirements, including Health & Safety, Public Entertainment, Premises, Hygiene, Accident Reporting, DDA
- Work with the Building & Facilities Manager to coordinate staff training on Health & Safety, First Aid, Fire Evacuation and Security
- Prepare reports and recommendations

### **Organisational Commitments:**

- Carry out any other tasks required on an ad hoc or continuing basis, commensurate with the general level of responsibility of the post
- Drive change through action and words that advocate inclusion and equality, creating a culture that recognises and celebrates diversity
- Be accountable for yourself and others, in line with our Health & Safety Policy
- Create a positive working environment, underpinned by the organisation's values
- Deliver a warm welcome and excellent customer service to all audience and visitors to the Citz
- Contribute to activities that support income generation and fundraising
- Contribute to our environmental sustainability goals
- Undertake relevant training and development as required

This job description is intended as a guide to the general duties and responsibilities of the role and does not form part of your contract of employment. These duties may be reviewed from time to time to meet the needs of the business. The Citizens Theatre is undergoing a significant period of change as we return to our building following six years of

displacement, and so we will inevitably change as we grow and develop over the coming years. All staff will be required to show a flexible approach to this process, which may involve revisions around job descriptions, titles, roles and departmental structures. Any significant changes will be discussed with you in advance.

## **Person Specification:**

### **Essential**

- Previous experience of managing a busy, high-capacity venue and leading operational teams to deliver an excellent service
- Significant commercial experience, acumen and drive; with a track record of driving growth and increasing profitability in a commercial environment with multiple revenue streams
- Experience of venue hire and event management
- Experience of leading food and beverage operations, and familiarity with financial management and reporting within a hospitality business
- Proven people and communication skills, and an ability to negotiate confidently with suppliers and other commercial partners to deliver high-level returns
- Collaborative, with a track record in leading, managing and motivating large teams
- Excellent knowledge of Licensing legislation, Health & Safety legislation and statutory duties related to premises management
- Financially astute, with experience of setting and managing budgets and financial projections to ensure the best use of resources through prioritisation and planning
- Proficient in data analysis and using insights to inform decision making
- Self-motivated, practical and flexible, with a positive outlook and can-do attitude
- Exposure and sensitivity to working within the cultural/heritage sector
- Excellent IT skills, with experience of producing reports and analysis using Excel and Word
- Proven ability to successfully manage multiple and sometimes conflicting priorities

### **Desirable**

- Experience of developing catering outlets
- Health & Safety qualification (IOSH, NEBOSH etc)
- Experience of managing building, staff and venue management systems (e.g. BMS, YesPlan, Artifax, StaffSavvy, PeopleHR etc)

### **Terms & Conditions**

Salary:	£42,000-£44,000
Hours:	35 hours per week, to include regular evenings and weekends
Overtime:	No overtime payments are available. The Citizens Theatre operates a time off in lieu (TOIL) system.
Holiday:	20 days per year, plus 9 public holidays, rising to 22 days after 3 years, and 25 days after 5 years
Pension:	Citizens Theatre operates a contributory pension scheme (employer 3% / employee 5%)
Probation:	This post is subject to a three-month probationary period
Notice period:	2 weeks during probation; 12 weeks thereafter
Location:	Citizens Theatre, 119 Gorbals Street, Glasgow, G5 9DS Colleagues are currently working from home while we complete a major redevelopment of our building, with an expected return to the theatre in summer 2025. On return to the building we anticipate introducing a hybrid working policy, with a weighting towards office working.

## Benefits:

- Complimentary or discounted tickets to selected shows (non-transferable and subject to availability)
- Cycle to Work Scheme
- Training and development opportunities

## How to apply

If you are interested in an informal conversation about the role prior to application, or have any questions, please contact [recruitment@citz.co.uk](mailto:recruitment@citz.co.uk) and your query will be directed to the appropriate person.

To apply, please send us a copy of your **CV and a cover letter** of no more than **two pages A4** and complete the online **Equal Opportunities Monitoring Form**.

It is important in your cover letter to give us examples of what you have previously done that shows us how you could be right for the job and why you're enthusiastic about joining the Citizens Theatre. You do not have to have previously undertaken all the duties in the job description, but you should tell us about your potential ability to do them.

As part of the recruitment process Citizens Theatre collects and processes data relating to job applicants. We are committed to being transparent about how and why we collect, use and keep personal data secure. Please see the [Citizens Theatre Privacy Policy](#) on the website for full details.

Alongside the application you will be asked to complete an Equal Opportunities Monitoring Form online. This form will only be seen by our administrative processing team, and will not be passed on to the person(s) preparing the shortlist. Your data will be kept secure and will only be used in anonymous form and in aggregate for analysis and reporting to stakeholders.

**Please send your CV and cover letter (two pages max) by email to: [recruitment@citz.co.uk](mailto:recruitment@citz.co.uk).**

(Please send as a Word document. Do not send as a Pages file, Zip file or Google doc, or use file sharing services such as One Drive or Dropbox.)

**Please complete the Equal Opportunities Monitoring Form online: [Equal Opportunities Form](#).**

If you require an alternative way to make your application, please contact [recruitment@citz.co.uk](mailto:recruitment@citz.co.uk) to discuss a suitable format.

Deadline for applications: **Monday 17 February 2025, 12pm**

First Interview: **Monday 24 February 2025** (may be subject to change, in person if possible, otherwise Zoom)

Second Interview: **Tuesday 04 March 2025** (may be subject to change, in person if possible, otherwise Zoom)

All applicants will be contacted with the outcome of their application. We will contact you by telephone or email if you are shortlisted for interview.

Thank you for your interest in the Citizens Theatre and we look forward to receiving your application.