

NEW WOLSEY THEATRE

Recruitment Pack

Data & Revenue Manager

Full-time, permanent

Deadline: 9am, Monday 18th January 2027

Interviews: Wednesday 27th & Thursday 28th January 2027

Photo credit: Will Green Photography

Welcome

Hello,

Do you have experience of turning data driven insights into revenue growth, and are you looking for an opportunity to make a real difference?

We're seeking an ambitious **Data & Revenue Manager** to lead the strategic development and delivery of the theatre's ticketing, sales and revenue performance.

Combining commercial insight, CRM expertise and audience intelligence, you'll drive income growth through pricing strategy, sales planning, customer insight and revenue optimisation. You'll play a key role in translating organisational ambition into commercially effective action, helping maximise attendance, audience value and long-term sustainability.

Working closely with the Head of Sales & Marketing, you'll shape and deliver sales strategy, lead innovation through Spektrix and provide strategic oversight of the Box Office function, ensuring excellent customer experience and operational effectiveness.

By combining commercial thinking with audience insight, you'll help us grow audiences, strengthen customer loyalty and support the future success of our theatre.

We're looking for a strategic and analytical leader with experience of revenue generation, CRM management and data-led decision making. Strong communication skills, commercial awareness and a collaborative approach are essential.

This is a full-time, permanent role working 40 hours per week, typically Monday to Friday, with flexibility required around theatre activity.

This role is primarily based on-site at the theatre in Ipswich. Occasional remote working may be accommodated where operationally appropriate.

Salary: £36,800 per annum, dependent on experience.

Experience within theatre is desirable but not essential. We welcome applications from candidates with experience in sales, ticketing, CRM, revenue management, visitor attractions, memberships, events, arts, hospitality or other customer-focused commercial environments.

If you're ready to inspire and drive our theatre's success, we'd love to hear from you!

The deadline for applications is **9am on Monday 18th January 2027**
Interviews will be held on **Wednesday 27th** and **Thursday 28th January 2027** at the New Wolsey Theatre.

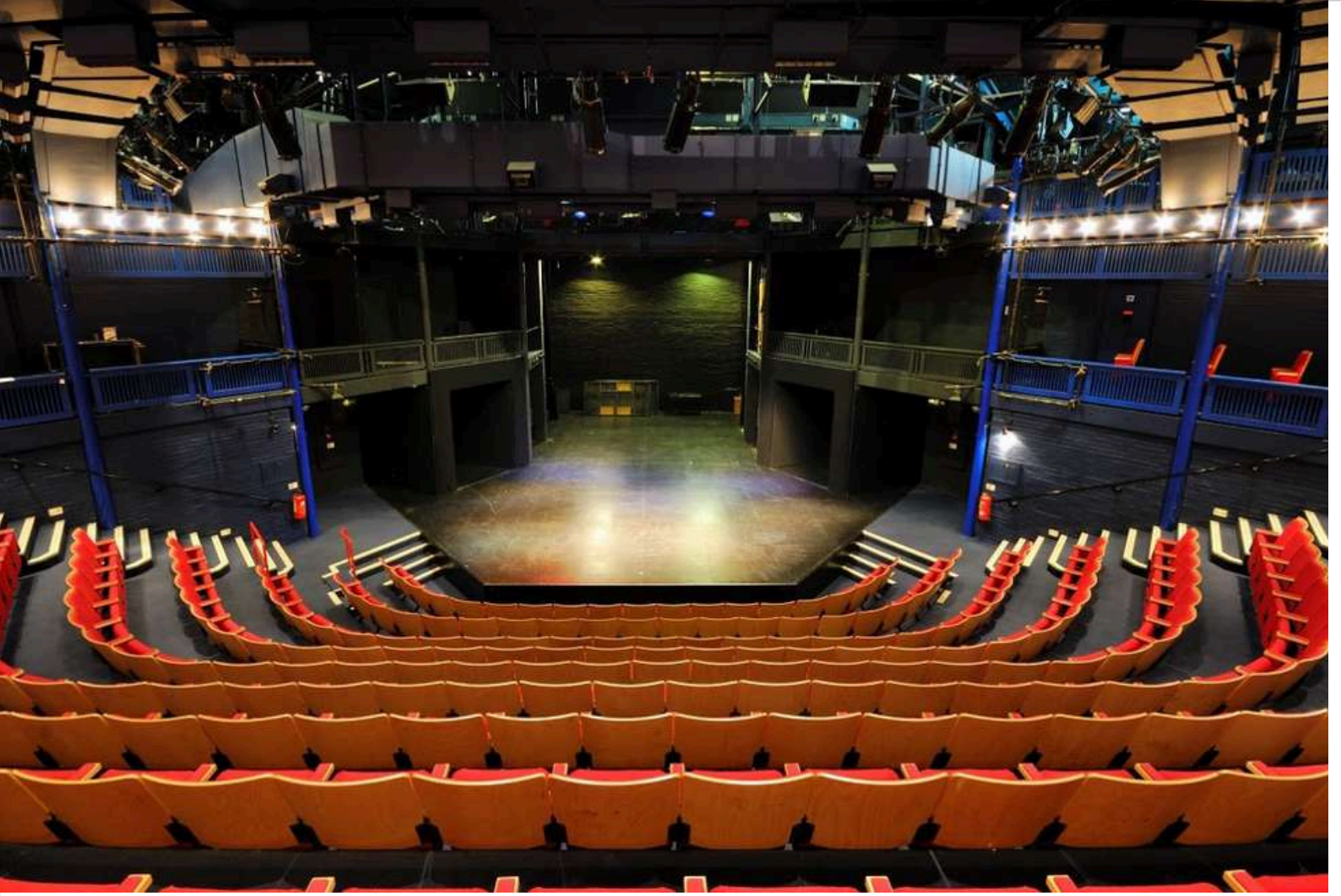
We will reimburse reasonable travel expenses for candidates to attend interviews.

We'd love applications from people of all backgrounds, especially from Black, Asian and ethnically diverse backgrounds, those who identify as D/deaf and disabled people, neurodivergent people, members of the LGBTQIA+ community and those from lower socio-economic backgrounds. We are up for exploring support and development needs and will make reasonable adjustments to enable applicants to participate in the selection process, and for the successful applicant to carry out their role.

If you have any further questions after reading this material or would like an informal and confidential discussion about the position, or if you would like this candidate pack in a different format please contact
Lucy Parker lparker@wolseytheatre.co.uk 01473 295940

We look forward to hearing from you.

NEW WOLSEY THEATRE



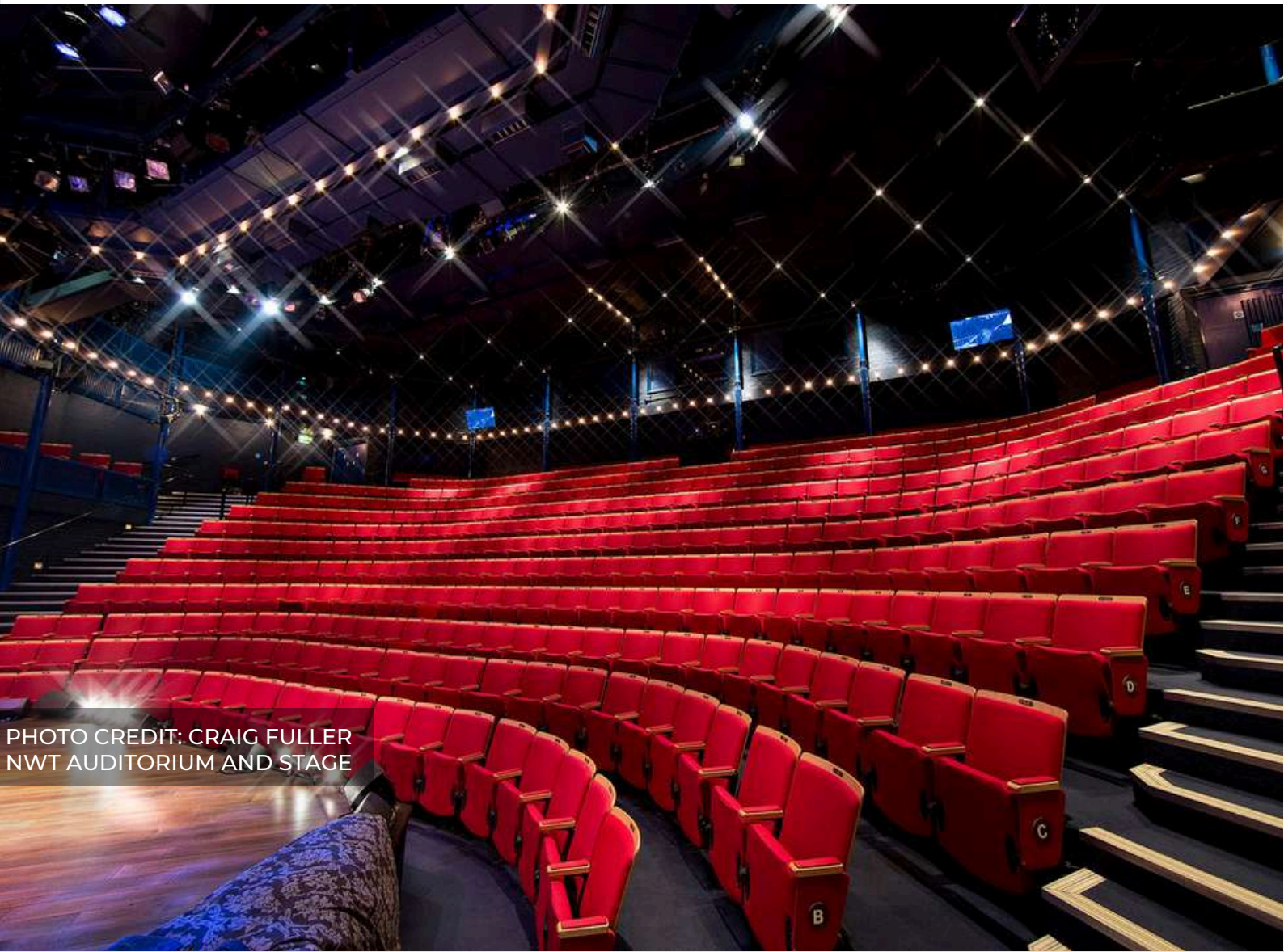


PHOTO CREDIT: CRAIG FULLER
NWT AUDITORIUM AND STAGE

About you

You are a commercially minded and analytical leader who thrives on turning insight into action. Comfortable working with data, audiences and revenue targets, you understand how to balance commercial performance with excellent customer experience.

You have experience developing and delivering sales, ticketing or revenue strategies that drive income growth, and you enjoy using data, CRM systems and market intelligence to identify opportunities, inform decision-making and maximise results.

You are a collaborative and confident communicator who can build strong relationships across teams, lead people effectively and influence strategic thinking. Whether working with colleagues in marketing, development, programming or operations, you bring a proactive and solutions-focused approach.

You will ideally bring:

- Significant experience in sales, ticketing, CRM or revenue management
- A proven track record of developing and delivering successful sales and income-generation strategies
- Strong analytical skills and the ability to translate complex data into clear, actionable insight
- Experience leading and developing high-performing teams
- Knowledge of pricing strategy, inventory management and yield optimisation
- Experience using CRM and ticketing platforms to improve performance and customer engagement
- Strong understanding of customer journeys, audience behaviour and conversion strategies
- Knowledge of GDPR and best practice in data management
- A collaborative working style and the ability to build effective relationships across an organisation
- A genuine enthusiasm for the arts, culture and creating exceptional audience experiences

We hope that this pack will answer all your questions, but if there is anything else you would like to know about the role or working at NWT please do get in touch with Lucy Parker, Head of People 01473 295940 or by email at lparker@wolseytheatre.co.uk

About the team

As our **Data & Revenue Manager**, you'll join a talented and ambitious team at the New Wolsey Theatre, an organisation recognised nationally for its creativity, inclusivity and commitment to innovation.

This is an exciting opportunity to play a pivotal role in the theatre's future success. You will lead our approach to sales, ticketing, audience insight and revenue growth, helping to ensure that more people can discover, engage with and enjoy our work while supporting the long-term sustainability of the organisation.

Working closely with the Head of Sales & Marketing, you will oversee the Box Office function and collaborate with colleagues across marketing, development, programming and operations to deliver integrated, insight-led strategies that maximise audience engagement and commercial performance.

The wider team includes the Head of Sales & Marketing, Marketing Manager, Marketing Officer, Development Manager, Box Office Manager and Box Office Assistants. Together, we are a small but highly effective team that makes a significant impact, delivering ambitious campaigns and supporting a diverse programme of produced and visiting work, community activity and special events.

Based in our open-plan office at the heart of the theatre, you will be closely connected to every aspect of the organisation's work. We believe that collaboration, creativity and shared purpose drive the best results, and we value colleagues who enjoy contributing ideas and embracing new ways of working.

As an organisation, we are continually evolving and investing in new approaches, technology and innovation. We are looking for someone who shares that ambition and is excited by the opportunity to help shape the future of audience engagement, ticketing and revenue generation at New Wolsey Theatre.

Location: This role is primarily based on-site at the theatre in Ipswich. Occasional remote working may be accommodated where operationally appropriate.

Job Description

Job Title: Data & Revenue Manager

Responsible to: Head of Sales & Marketing

Job Purpose: To lead the strategic development and delivery of the theatre's ticketing, sales and revenue performance, maximising income through insight-driven decision making, pricing innovation and customer-focused growth strategies. The role translates organisational ambition into commercially effective sales plans, using data, CRM expertise and market intelligence to optimise yield, increase audience value and drive long-term sustainability. Working closely with the Head of Sales & Marketing, the role shapes and delivers sales strategy, while ensuring operational excellence through the leadership of the Box Office function and close collaboration with Marketing to achieve integrated, high-impact campaigns.

Key Relationships: Box Office Assistant, Front of House Manager, Duty Manager, Development Manager, Marketing Manager, Marketing Officer, Theatre Manager, Finance Team

Key Responsibilities:

Sales Strategy, Pricing & Revenue Optimisation

- Lead the development and delivery of a comprehensive sales strategy, including but not limited to, setting and driving sales targets, dynamic pricing, memberships, promotions, and yield management, to maximise revenue and occupancy across all activity
- Provide strategic direction and oversight to ensure Spektrix (CRM) supports income growth, audience development and operational efficiency
- Contribute to, and help deliver, the organisation's Audience Development Plan
- Collaborate with the Theatre Manager and Chief Executive & Artistic Director to ensure programming and sales strategy are closely aligned, utilising data and audience insight to help shape programming
- Contribute to wider organisational planning by embedding sales and data insight into decision-making
- Collaborate with the Marketing Manager to align marketing campaigns with sales strategy
- Support the Café & Bar Operation with developing data and analytical tools to enable strategic insight into ancillary trading and secondary spend
- Maintain a good knowledge of industry trends and sector developments

Sales Operations

- Oversee the operational delivery of the Box Office, led by the Box Office Manager, ensuring all associated processes and policies are adhered to

Job Description continued

Data & Insight

- Act as the organisation's lead on Spektrix (CRM), ensuring best practice use across sales, marketing, fundraising and insight-led decision making
- Drive continuous improvement by monitoring new functionality, innovations, automations and integrations within Spektrix, implementing enhancements to improve performance
- Oversee system configuration led by the Box Office Manager, including but not limited to, event builds and inventory structures, pricing models and offer setup, customer journeys and online pathways
- Provide regular, clear reporting to the Communications Team on sales performance and forecasts, campaign effectiveness and ROI
- Champion a culture of data literacy and evidence-based decision making across teams

Team Leadership & Line Management

- Line manage the Box Office Manager, ensuring strong operational delivery and alignment with strategic sales objectives, while supporting their leadership of the Box Office Assistants and the ongoing development, performance and effectiveness of the team
- Build a high-performing, commercially focused sales function through coaching and development

Compliance, GDPR & Data Governance

- Maintain a strong working knowledge of GDPR and data protection principles, ensuring all customer data is processed in line with legislation

Other

- To uphold the theatre's commitment to equality, diversity and inclusion
- To contribute to the theatre's commitment to environmental responsibility
- To adhere to all health and safety policies and positively contribute to maintaining safe working practices
- Maintain the security and confidential status of all information as designated, and to conduct all activities in a professional manner at all times
- To undertake any other reasonable responsibilities as and when required

November 2026

This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive

Person Specification

We're interested in hearing from candidates with some (but not necessarily all) of the skills and experience outlined below:

- Significant experience in a sales, ticketing or revenue-driven management role, ideally within a theatre or arts organisation
- Proven track record of developing and delivering sales strategies that drive income growth and audience engagement
- Experience of line management, with the ability to lead, motivate and develop high-performing teams
- Working knowledge of Spektrix (or a similar CRM system)
- Strong experience of pricing strategy, inventory management and yield optimisation
- Demonstrable experience of using data and insight to inform decision-making, forecasting and performance improvement
- Strong understanding of sales performance management
- Experience of working collaboratively to deliver integrated campaigns
- Proven ability to drive income generation, meeting and exceeding targets and KPIs
- Excellent analytical skills, with the ability to interpret complex data and translate it into actionable insight
- Strong understanding of audience behaviour, customer journeys and sales funnels
- Knowledge of GDPR and data protection, ensuring compliant handling of customer data
- High level of commercial awareness
- Excellent communication and organisational skills, with the ability to contribute strategically while managing multiple priorities
- High level of IT literacy, including Microsoft Office (particularly Excel for analysis and reporting)
- A welcoming and inclusive attitude, reflecting New Wolsey Theatre's commitment to equality, diversity and inclusion
- Commitment to delivering inclusive, accessible and high-quality customer experiences

Terms and conditions

Contract
This is a full-time permanent position, subject to 6 months probationary period.

Salary
£36,800 per annum (based on 40 hours) depending on experience. An additional x 0.5 of your hourly rate will be paid if you are required to work on a Sunday or Bank Holiday.

Hours
40 hours per week, typically over 5 days per week (Monday - Friday), however you are expected to be flexible to adapt your working hours to the theatre's activity schedule where required.

Location
Based at the New Wolsey Theatre, Ipswich, IP1 2AS.

Holiday
28 days per year (pro rata for part-time) rising by 1 day per year for the first 5 years, up to a total of 33 days. You will be expected to take statutory bank holidays as part of your annual entitlement unless you are required to work on a particular bank holiday.

Pension
NWT provides a contributory pension scheme for qualifying employees with Now: Pensions. Employer contributions 3%, employee contributions 5%

Other Benefits

- Training and personal development opportunities including role specific training and organisation-wide training e.g. Disability Equality Training, Environmental Awareness Training
- Complimentary and discounted theatre tickets
- Discounts in the theatre Café & Bar
- Occupational sick pay scheme
- Free eye tests
- Enhanced maternity leave pay

NEW WOLSEY THEATRE

How To Apply

If you are interested in this role to please complete an **Application Form** and our **Equality, Diversity and Inclusion Monitoring Form** both of which are available to download from our website https://www.wolseytheatre.co.uk/current-vacancies/

Please note, we do not accept CVs as a form of application, however you may submit a concise CV containing your education, training, qualifications and employment history instead of completing this section of the application form.

If you need us to make any adjustments to allow you to fully participate in this application and selection process please get in touch.

For example, if submitting a written application form is not the best way for you to tell us about your skills and experience, we can accept your application another way, such as video or audio file.

However you choose to apply, you will need to tell us about your education, training and qualifications, and employment history as well as to tell us:

- Why are you interested in the role and working at the New Wolsey Theatre?
- How do your skills and experience make you a good fit for the role?

Please read through the Job Description, Job Specification and Person Specification before applying for this role, these can be found above in this document.

If you have any questions or would like an informal chat about the role, please contact Lucy Parker on lparker@wolseytheatre.co.uk 01473 295940.

The deadline for applications is **9am on Monday 18th January 2027.**

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BRIEF ENCOUNTER (2023)
PHOTO CREDIT: MARC BRENNER

About our work

NWT is a company of brilliant people. Some know the organisation inside out, while others are bringing fresh perspectives and helping shape its future, including award-winning theatre director, playwright and cultural leader Douglas Rintoul, Chief Executive/Artistic Director, who joined NWT in 2022. Together, we believe in the transformative and life-enhancing power of theatre and creativity.

NWT is a not-for-profit organisation and registered charity that thrives on a mix of funding sources, including support from Arts Council England, Ipswich Borough Council, corporate sponsorships, donations, and individual giving.

A key focus is our actor-musician musicals, such as **Kinky Boots** (2022, co-produced with Queen's Theatre Hornchurch) and **Brief Encounter** (2023, co-produced with Wiltshire Creative in association with Yvonne Arnaud Theatre, touring to Theatre Royal Bury St Edmunds and Northern Stage). In 2024, we collaborated on **Little Shop of Horrors** with Bolton Octagon Theatre, Hull Truck Theatre, and Theatre by the Lake, as well as **Footloose** with Pitlochry Festival Theatre. In 2025, we delivered our first international collaboration with a co-production of Michael Frayn's **Noises Off**, touring Ipswich, London, Cumbria, and Luxembourg and we presented a adaptation by Nell Leyshon of the Daphne du Maurier short story thriller **Don't Look Now**. In Spring 2026 we launched the East Anglian Touring Consortium with **Caroline**, a new musical inspired by the story of Radio Caroline and the pioneering spirit of East Anglia, further strengthening our commitment to innovative partnerships and regionally rooted storytelling.

In autumn 2026 we presented **Calendar Girls the Musical**, a major new co-production with Stephen Joseph Theatre, Theatre by the Lake and Octagon Theatre Bolton. Celebrating friendship, resilience and community spirit, the production builds on our long-standing commitment to creating ambitious, high-quality theatre through collaboration with leading regional partners.

Our annual Rock 'n' Roll Pantomime, featuring a cast of actor-musicians, remains an Ipswich institution, entertaining thousands each year. Recent highlights include **Dick Whittington and His Cat** (2023/24), which attracted more than 28,000 audience members across 80 performances, and **Sleeping Beauty** (2024/25), which delighted audiences both in person and online. Last year **Beauty and the Beast** (2025/26) continued the tradition of delivering high-energy festive entertainment for audiences of all ages. This winter, the festive fun continues with **Cinderella**, bringing another vibrant mix of live music, laughter and storytelling to the New Wolsey stage.

We also focus on curriculum-linked productions for schools, featuring early-career actors from the region. Recent productions include Dennis Kelly's **DNA** (2023), a fast-paced adaptation of **Romeo & Juliet** (2024), and in 2025 we staged a new production of John Godber's **Teechers** in collaboration with Eastern Angles Theatre Company, specially adapted for East Anglian students.

Throughout the year, we present an exciting mix of productions from acclaimed touring companies, including Le Navet Bête, Original Theatre, Frozen Light, imitating the dog, ThickSkin Theatre, Pilot Theatre, Theatre re, Blackeyed Theatre, Thunder Road Theatre, and Eastern Angles Theatre Company. This ensures Ipswich audiences have access to some of the best theatre in the UK, right on their doorstep.



CAROLINE (2026)
PHOTO CREDIT: WILL GREEN PHOTOGRPAHY

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About our work

Digital innovation remains central to our work. Our first 'blended production', **The Snow Queen** (2020), involved live contributions from audiences at home alongside live performances in the theatre, reaching audiences worldwide. We continue to livestream much of our produced work to ensure accessibility, earning the 2021 Best Digital Pantomime Award for **Jack and the Beanstalk**.

Not all our work is just about us. We have an inspiring cohort of associate artists including Amy Wragg, Ellie Isherwood, James McDermott, Josh Overton and The Paper Birds.

In 2024, we co-produced Martha Loader's darkly funny new play **Bindweed** with The Mercury Theatre Colchester and HighTide, in association with The Royal Exchange Theatre. Martha, a recipient of the Film4 and Peggy Ramsay Foundation Bursary, has been with us for a one-year attachment to continue developing her craft and a new play for us.

We are proud to have received the East Anglian Daily Times Community Impact Award and the Suffolk Business of the Year Award 2024, recognising our contributions to the arts and our local community.

The New Wolsey Theatre was recently recognised on the national stage with three nominations at the UK Theatre Awards 2026: Best Musical Production for **Calendar Girls The Musical,** Excellence in Touring for its work with the East Anglian Touring Consortium on **Caroline,** a new Musical, and Best New Play for **Black Sheep.**



SLEEPNG BEAUTY (2024/25)
PHOTO CREDIT: WILL GREEN PHOTOGRAPHY

Creative Communities

NWT recognises that culture plays a significant role in building and sustaining communities. We believe in the power of the creative potential in each of us, and strive to provide communities from every part of Ipswich with opportunities to participate in, make and enjoy culture.

Creative Communities is our programme of productions, projects, activities and opportunities for young people, local communities, and the education sector. Some of our recent work includes:

- A social prescribing project **Tell Your Story** delivered in collaboration with the NHS
- A **Warm Space** offer in our Front of House that supported the most vulnerable members of our local community during the cost of living crisis
- **Let's Play** an early years project created in partnership with a local primary school
- **Get up and Go** free summer activity for children in receipt of free school meals
- **The Big Afternoon** a free, outdoor community festival
- **Every Brilliant Thing** a production by our Youth Theatre groups
- **Grandad Anansi** a Primary schools production touring to 24 schools across Suffolk

Our Creative Communities work also includes supporting the education sector to engage with our produced work; offering creative careers focused opportunities to young people and community hires in our main auditorium.

We run seven term time Youth Theatre groups, including our new Young Creatives offer for 16-21 year olds who are emerging theatre makers. There are 150 spaces for young people to take part across the year which includes our Youth Theatre Plus and Squared offer for disabled and neurodivergent young people.

Alongside our own projects we regularly collaborate with other organisations and support the work of a wide range of local groups including Aspire Black Suffolk (advocacy), Volunteering Matters (social action), UnScene Suffolk (a community arts organisation for visually impaired adults) and Suffolk Refugee Support, by hosting them in NW2. Having communities, staff, practitioners, and artists in the same space provides fertile ground for future creative collaborations ensuring NWT is truly representative of Ipswich.



GRANDAD ANANSI (2026)
PHOTO CREDIT: WILL GREEN PHOTOGRAPHY



EVERY BRILLIAN THING (2026)
PHOTO CREDIT: WILL GREEN PHOTOGRAPHY



TWELFTH NIGHT (2025)
PHOTO CREDIT: WILL GREEN PHOTOGRAPHY



TEECHERS (2025)
PHOTO CREDIT: WILL GREEN PHOTOGRAPHY

Arts and Culture, Suffolk and the East of England

If you don't know much about Ipswich, it's the county town of Suffolk and is a medieval port and industrial town with a strong history; the urban area has a population of 130,000 and all eyes are currently on the town – and for good reason. The town has been reinvented by investment in its extremely popular waterfront as well as the introduction of the University of Suffolk in 2007. It has a new vision to transform the life of the town and has one of the fastest-growing economies in the UK and is emerging as one of the best places to live in the country.

Unusually, Ipswich has a very large arts ecology, being home to local, regional, and internationally renowned companies including DanceEast, Gecko Theatre, High Tide, Russell Maliphant, Spill Festival, Eastern Angles, Red Rose Chain and New Wolsey Theatre. The cultural sector is dynamic, connected and collaborative; the leadership of NWT plays a significant role.

Ipswich recently gained national recognition as one of only nine places longlisted for the UK City of Culture 2029, highlighting the town's growing reputation as a vibrant centre for arts, heritage and cultural ambition.

Because the town is small, it means it has everything you need within proximity. You also get the benefit of the Suffolk countryside, and it's only about 12 miles from the coast. Ipswich Station and Derby Road are the two primary train stations in the town. The former is on the London to Norwich line and has services to London Liverpool Street in a little over an hour. There are also direct trains to Colchester, Felixstowe, Lowestoft, Peterborough and Cambridge.

IP-Switched

The New Wolsey Theatre is proud to be the lead consortium member and host of **IP-Switched**, Ipswich's Arts Council England-funded Creative People and Places (CPP) programme. IP-Switched is a community-led initiative that helps people across Ipswich shape the cultural and creative opportunities they want to see in their neighbourhoods

At its heart, IP-Switched is built on the belief that culture is strongest when it is created with communities, not simply for them. The programme works alongside residents across Ipswich to support, fund and develop creative activities, events, projects and spaces that reflect the interests, experiences and aspirations of local people. Activities are designed to be accessible, welcoming and free to participate in, with no previous experience required.

As one of the consortium partners delivering IP-Switched, the New Wolsey Theatre plays an important role in supporting community engagement, creativity and cultural participation across the town. The partnership reflects the Theatre's commitment to making the arts accessible to everyone and ensuring that local people have opportunities not only to experience culture, but also to influence and create it.

Through this collaboration, staff may have opportunities to work alongside community groups, artists, volunteers and partner organisations, helping to strengthen connections between the Theatre and the diverse communities it serves. The partnership also contributes to the Theatre's wider ambition of positioning Ipswich as a nationally recognised centre for arts, culture and creativity.

Together, IP-Switched and the New Wolsey Theatre are helping to ensure that culture in Ipswich is inclusive, community-driven and shaped by the people who live here.

For more information please visit www.ip-switched.co.uk



IPSWICH WATERFRONT
PHOTO CREDIT: IPSWICH CENTRAL



CHRISTCHURCH MANSION, IPSWICH
PHOTO CREDIT: IPSWICH MUSEUMS

Equal Opportunities

The mission of NWT is to create, develop and produce a vital and dynamic programme of performances and participatory activity for the people of Suffolk and surrounding areas. We aim to create a programme of the highest quality, maximum diversity and greatest possible accessibility. We believe that this is best achieved through the implementation of an Equal Opportunities Policy informing all areas of the company's activity and employment practice.

We are committed to ensuring equality and fairness for all employees, collaborators, contractors and the general public. We will not discriminate on grounds of gender, marital status, race, ethnic origin, colour, nationality, national origin, disability, sexual orientation, gender reassignment, religion or age. We oppose all forms of unlawful and unfair discrimination and will work to promote opportunities for sections of the community that are currently under-represented.

All individuals will be treated fairly and with respect. Selection for employment, promotion, training or any other benefit will be on the basis of aptitude and ability. All employees will be helped and encouraged to develop their full potential and the talents and resources of the workforce will be fully utilised to maximise the organisation's output.

We strive to create an environment in which individual differences and the contributions of all our staff are recognised and valued. No form of intimidation, bullying or harassment will be tolerated.

We actively encourage applications from people of all backgrounds, especially those currently less represented in our organisation, the arts industry and on our stages. We are particularly interested to receive applications for this role from Black, Asian and ethnically diverse people, those who identify as D/deaf and disabled people, neurodivergent people, members of the LGBTQIA+ community and those from lower socio-economic backgrounds.

We are happy to make reasonable adjustments to enable applicants to participate in the selection process, and for the successful applicant to carry out their role.

We will regularly review our employment practices and procedures to ensure fairness. This policy has the approval of the Board and will be reviewed on an annual basis.

NEW WOLSEY THEATRE

Environmental Responsibility

NWT recognises the climate emergency and the role each of us can play in contributing to, and advocating for, a sustainable future.

We are proud that since 2012-13 our investment in building improvements has resulted in a 65% reduction in the carbon footprint created by our use of energy and water.

We are working on a range of measures to make significant environmental impact reductions across all strands of our work and have recently established a cross-organisation working group made up of passionate committed colleagues to set ambitious targets and delivery plans.

All NWT staff are participating in Environmental Awareness training and we are working with organisations such as The Suffolk Carbon Charter to ensure that we draw upon expertise and best practice.

We have been recognised with a Suffolk Carbon Charter Silver Award.

NWT's position at the heart of our community makes us ideally placed to be a shining example of positive change.