

AUDIENCE MANAGER



Posted 7th April 2025

Role:

Our audiences and communities are at the core of the NCEM, and in this key role of Audience Manager you will be their first point of contact with the NCEM. You will run our box office system and team, seek to further develop our booking processes and audience communication, work collaboratively to widen our reach, and contribute to the NCEM team's delivery of excellent customer care and experiences.

We're looking for a proactive and engaging individual who is keen to build positive relationships with our festival and season audiences, and who is interested in the NCEM's wide range of artist development and learning & participation projects. We would like you to provide excellent customer care and serve as an ambassador for the NCEM. You will work with our focused and experienced team to contribute to NCEM's growth and development.

About the NCEM:

The NCEM is a significant venue for music and creative learning, providing experiences and opportunities of the highest quality to an ever-widening community. Based in York, we are the national advocate of early music in England, working to promote public understanding and enjoyment of early music through historically informed performances, annual festivals (The York Early Music Festival, Beverley and East Riding Early Music Festival and the York Early Music Christmas Festival) and digital technology.

We promote a wide range of musical genres across two concert seasons, and support emerging artists across our Artist Development Programmes, which include the NCEM Young Composers Award, the International Young Artists Competition and the New Generation Baroque Ensemble in partnership with BBC Radio 3 and Royal College of Music.

We are supported by a strong group of Patrons, Friends, Donors and a range of trusts and foundations. We operate a significant commercial operation of conferences, external hires and wedding receptions which contributes to our charitable purpose. And we are proud to be an Arts Council England National Portfolio Organisation.

Our home is a grade-1 listed converted church in the centre of York, where our small, friendly, permanent staff of seven people are supported by freelance Duty Managers, a team of Events Assistants and an engaging group of volunteers.

Our Values are welcoming, excellence, integrity, authenticity, quality and ambition.

Key Elements of the role:

- Operate our Box Office System (Ticketsolve), setting up events, processing sales, sharing regular reports. Ensuring that the customer journey is smooth and clear
- Sharing our events and projects widely via social media, e-newsletters, listings, brochure and poster distribution. Engaging with new communities and contacts to widen our audience reach
- Lead on the set-up and testing of all elements necessary for the ticketing and audience functions of the festivals and seasons (seating plans, guest and sponsor comps, pricing, festival savers) and ensuring all ticketing and event information in the marketing literature is correct
- Manage the relationships with our Patrons and Friends, being their key contact for all ticketing and seating arrangements
- Analyse festival and season sales
- Conduct audience surveys and sharing/actioning feedback
- Manage the ticketing and publicity of events presented by external promoters, and promoting this service
- Ensure all our audience related processes are in line with current regulations and good practice (PCI, GDPR, Equality Act)
- Be a confident and proactive member of the NCEM, supporting our efforts to engage more people in our work, and widening access to careers in the creative industry.

Key Information:

Title: Audience Manager

Reports to: Executive Director

Salary: £26.5k to £29k dependent upon experience

Place of work: NCEM, York

We aim to be inclusive and encourage applications from candidates with transferable skills and varied career backgrounds. We are open to applications from individuals who may not meet every criterion but can demonstrate the potential to grow into aspects of the role. **If you would like to discuss the NCEM, the requirements of the role, or have any questions regarding a potential application, please contact Cherry Fricker at cherry.fricker@ncem.co.uk or on 01904 632220.**

Essential Skills & Experience

- Excellent spoken and written English
- Excellent interpersonal skills, and a clear and confident communicator
- Experience working with box office software
- Strong organisational skills, with a good eye for detail
- Ability to work well in collaboration with the NCEM team, as well as the ability to work independently
- Digital skills and experience of working with social media in a professional context
- Authorised to live and work in the UK

Desirable Qualities & Experience

- A clean UK driving licence
- Educated to degree-level or equivalent
- Experience of working in an artistic environment
- Experience operating Ticketsolve and Mailchimp

Details of the role

Notice period	3 months
Probationary period	6 months
Place of work	At NCEM in central York. We are close to city centre bus routes and have plenty of secure on-site bicycle parking, as well as free on-site car parking for staff
Schedule of work	<p>Whilst the role is traditionally full-time, to be worked during office hours Monday to Friday, we are open to listening to alternative proposals.</p> <p>You are expected to be available throughout each festival period, and the nature of the role requires some flexibility in working hours during our festivals. The NCEM operates a Time Off in Lieu (TOIL) system for any additional hours worked.</p>
Access	The NCEM is all on one-level, with step free access throughout. Full access information is here https://ncem.co.uk/accessibility/
Salary	Between £26,500 to £29,000 pa dependent upon experience. The NCEM will automatically enrol you in the workplace pension administered by NEST and will contribute 5% of gross salary. You will be required to contribute 3% of your gross salary.
Holidays	The NCEM offers 28 days of holiday per year including statutory holidays. The office is closed between Christmas and New Year, ie from 24 th December to 2 nd January, and 2 of your statutory holiday days will be taken during this period.

To apply

Please either:

- send a copy of your CV and a covering letter (including details of two referees) to Cherry Fricker, Executive Director either by post to St Margaret's Church, Walmgate, York, YO1 9TL or via email to cherry.fricker@ncem.co.uk
- submit a video/audio recording explaining how you meet the personal specification, including relevant experience and details of two referees

Please let us know if you require any reasonable adjustments in order to apply for the role and attend an interview.

Please complete the equal opportunities monitoring form on application (voluntary).

Timeline

Deadline for applications is **Thursday 1st May (5pm)**

First interviews will be held on **Thursday 8th and Friday 9th May**

Second interviews will be held on **Monday 19th May**

We welcome applications from those who are under-represented in the sector, including but not limited to those from lower socio-economic backgrounds, deaf and disabled people, and candidates from Black, Asian and ethnically diverse communities.

Detailed Job Description

Reports to: Executive Director

Ticketing System

- Process online, phone, and in person ticket sales (nb box office is open during office hours Monday – Friday 9am-5pm) through our ticketing software Ticketsolve
- Ensure all new events are accurately set-up on the box office system (Ticketsolve) and available for online sales at www.ncem.co.uk
- Liaise with the Operations Manager, artists, agents and promoters to request all appropriate event information for ticketing and communication purposes
- Ensure that any venue and/or date/time changes, or cancellations, are communicated to our audience
- Regularly review our ticketing processes, communicating with Ticketsolve support and/or our web-designer to resolve any emerging system issues and seek constant development in our customer journey
- Act as System Administrator of our Ticketsolve system & primary contact with Ticketsolve, regularly attending their online training workshops and in-person conferences
- Maintain NCEM's OTD ticketing systems & reconcile post-event
- Regularly update box office training for the other members of the NCEM team who operate the box office system
- Operate NCEM's access scheme, ensuring that audience members access requirements are noted and communicated as appropriate for each event with the Events team.
- Liaise with the Finance Officer to enable reconciliations of Box Office takings (online, chip/pin and cash/cheque)
- Maintain the provision of box office supplies.

Communication & Distribution

Work with NCEM colleagues to disseminate our events as widely and appropriately as possible, which will include:

- Manage the NCEM social media schedule & accounts (including but not exclusive to Facebook/Twitter/Instagram/Threads)
- Develop social media strategies and analysis (in partnership with project leads where applicable) across our activities including the NCEM seasons, festivals, artist development projects and other NCEM projects eg commercial hires
- Research and make new contacts appropriate to each concert, in order that we make every effort to share our work and widen our audience
- Write and schedule regular e-newsletters through Mailchimp with Ticketsolve report builder (in line with NCEM Privacy Notice and applicable regulations)
- Manage the mailing of NCEM season and festival brochures (in line with NCEM Privacy Notice and applicable regulations)
- Manage distribution of NCEM season and festival brochures with distribution outlets (eg Info Display & others) including VisitYork TIC
- Draft and send pre-concert and festival emails
- Manage media listings for all NCEM promoted events
- Create discount codes and offers

The NCEM Season and Early Music Festivals

- Compile the outline of the NCEM season brochures, obtaining images, text and advising on ticket prices etc
- Support the NCEM team in proof-reading season and festival brochures and associated literature
- Support the Directors in estimating sales targets, devising saver ticket prices and to set, and report on, annual income/expenditure targets
- Prepare and share weekly sales reports, including sales targets
- Continually liaise with the Operations Manager regarding event details (including external promoters), produce event reports for FOH teams and set up OTD ticketing for sale via Square
- Organise all guest/press/sponsor tickets as required and liaise with clients as requested
- Send Festival details and ticket allocations to local box offices and liaise regarding ticket sales.
- Advise festival staff of NCEM Patrons, YEMF Friends and press attendance.

Patrons and Friends

- In liaison with the Directors, communicate regularly with Patrons and Friends in advance of each early music festival
- Operate the priority booking process for our Patrons and Friends for each early music festival
- Be the main point of contact for our Patrons, Friends and Donors, supporting them with their individual requirements
- Administer the invitation list of any additional events, eg dinners, attending as required
- Work with the Operations Manager ahead of each event to ensure that Patrons and Friends individual requirements are clear and shared with Event teams
- Maintain a current list of NCEM Patrons and YEMF Friends, and send annual renewal reminders to YEMF Friends

Reporting and Analysis

Extract and analyse reports from Ticketsolve, including (but not limited to):

- Post-event sales reports (including external promoters commission calculations where applicable)
- Geographical analysis for festivals
- Post-festival & season sales summaries
- Audience sales analysis to inform future publicity
- Upload quarterly ticketing data to Arts Council's Data Software (Illuminate)

Audience Surveys & Feedback

- In partnership with the Executive Director, distribute audience surveys at the end of each festival and season
- Collate the results of each audience survey in a report for the Directors

- Forward any audience feedback (in person, phone, email or survey) to the Operations Manager for follow-up

External Promotions

- Work with the Operations Manager & Events Coordinator to offer the NCEM's box office service to NCEM's external promoters and to other promoters around the UK
- Liaise with and support external promoters administrative teams regarding venue capacities, seating plans, price structures and offers
- Set up weekly ticket sales and takings updates via Ticketsolve
- Look after (and communicate with the external promotor) any audience members access requirements
- Provide booking information, client listings and COBO tickets before each concert and to liaise with the promotor about delivery of this information
- Include events presented by external promoters in newsletters and social posts in lead up to event

Regulatory Compliance

Work with the Executive Director to:

- Ensure that the NCEM Box Office and marketing is compliant with current data protection legislation (including the data of external promoters) and Electronic Communications Regulations
- Ensure that the access for audience members seeks to be in line with best practice and is in accordance with the Equality Act 2010
- Provide annual training for all members of the NCEM team who make sales, ensuring that they are aware of issues around data protection and apply these when taking bookings
- Maintain the NCEM's PCI compliance, liaising with Security Metrics & WeRYourIT

Team and Development

- Demonstrate the values of the NCEM
- Support us in our efforts to widen access to careers in the creative industry by teaching and guiding any young people on work experience with the NCEM
- Carry out general housekeeping as required and be responsible as a key holder and deputise for colleagues as required
- Be willing to travel and take training if required – reasonable expenses will be paid on production of appropriate receipts.
- Represent the NCEM to all interested parties/media to the very best of your abilities and undertake any reasonable requests made to you by the Director/Board of Trustees.
- Undertake all duties with awareness of, and in compliance with, NCEM policies