

JOB INFORMATION & JOB DESCRIPTION

JOB TITLE:	Sales and Business Administrator, Embassy Theatre	Date: April 2026
PURPOSE OF JOB		
As a key member of the Embassy Theatre’s sales/marketing, business and operational team the Sales and Business Administrator will provide a friendly, efficient and pro-active customer focused service utilising their interpersonal skills, energy, enthusiasm. The successful candidate will have experience of working with business administration systems/services and a proven high attention to detail.		
Hours of Work:	40 hours per week (annualised hours will vary during low and high peak season). This position involves shift work which includes evenings, weekends & Bank Holidays.	
Responsible to:	Embassy Theatre Marketing Manager	
Team Relationships:	Work base venue colleagues, customers, and the wider company operations team.	
Main terms & conditions of employment:	Salary: £26,507 per year (discussion regarding salary after successful completion of probationary period). You will also benefit from some of the best terms and conditions in the leisure field including voluntary membership of a pension scheme plus free use of Magna Vitae’s fitness suites and swimming pools.	
Special Requirements:	<p><u>EQUALITY & DIVERSITY:</u> The post holder is required to carry out their duties in a way that supports Magna Vitae’s Equality & Diversity Strategy.</p> <p><u>HEALTH & SAFETY:</u> The post holder will take all reasonable care of themselves and of others who may be affected by their acts or omissions. All actions must be conducted in accordance with Magna Vitae’s Health and Safety Policy & Commitment Statement.</p> <p><u>SAFEGUARDING CHILDREN & ADULTS:</u> Magna Vitae has a duty to promote the welfare of, and safeguard of children and adults at risk. The post holder is required to comply with the company Safeguarding Policy.</p>	
Work Location:	Embassy Theatre, Skegness. Grand Parade, Skegness, Lincolnshire, PE25 2UG.	
Type of Contract:	Full Time Permanent (following a 6 month probation period).	

The activities described below may be varied from time to time to meet the needs of the company. The following duties are not exhaustive but merely indicate the work range and core content of the post. The post holder may be required to undertake further relevant duties. The duties are not arranged in priority order.

Sales and Business Administrator, Embassy Theatre.

- Ambassador of the “Embassy Experience”; ensuring it is always delivered to the highest of standards.
- The first face visitors meet on arrival in our venue, providing dynamic, effective and enthusiastic service to patrons via venue sales channels.
- Promotor of tickets, hospitality packages, services offered – communicating with confidence and enthusiasm.
- Administrator of venue mailboxes – ensuring responses are friendly, accurate, correctly and carefully administered on behalf of the team.
- Respond to customer comments/queries on social media platforms.

Work closely under the guidance and instruction of the venue Marketing Manager to -

- List theatre events on social media and work collaboratively on content creation.
- Create/write copy for venue newsletters, theatre website etc.
- Design, create and deliver seasonal promotion assets for the Courtyard Café
- Assist with the maintenance of the Embassy Theatre’s website.
- Assist with the delivery of “live” social media activity, going live via our social media channels at events throughout the year.
- Maintain venue print and marketing materials. Keeping leaflet racks stocked throughout the venue.
- Assist with the delivery of venue events, such as corporate activity, opening night activity – such as West End tours, pantomime
- Support our cultural deliverables including work with partners including ELDC, Royal Shakespeare Company, Lincolnshire Music Service, Magna Vitae Cultural Team, SO Festival and Culture House
- Represent the venue in the town/locality – often being the “face” of the venue to hotels, shops, external partners and so on.
- Work in a flexible fashion and managing a varied workload – using initiative to establish where sales and work output priorities are best focused.

Work closely with Theatre Business Support Officer to -

- Check daily income, issue sales reports, claim for Gift Aid
- Maintain the Box Office Database in line with GDPR
- Set-up and list shows for sale in a timely manner including contract distribution and liaison with producers, events promoters, hirers and external agencies.
- Produce post show sales reports for financial settlements, prepare settlement and liaise with promoter for appropriate invoicing.
- Ensure the efficient management of tech holds, house seats, comps and company tickets in liaison with the Theatre Manager and promoters.
- Provide business support with any advance sales queries, reconciliations and unpicking of errors

Operational expectations -

- To be fully conversant with current fire, evacuation and emergency procedures at all times.
- Undertake any training opportunities and demonstrate active engagement with colleagues.
- Exercise total confidentiality, discretion and integrity regarding information acquired through the company.
- Ensuring the venue’s customer facing areas are clean, tidy, well-lit and atmospheric – regularly cleaning windows, furniture, doors and so on.
- Ensure that the relevant legislative and statutory integrity and compliance of the company is maintained from an GDPR perspective, supporting the Data Protection Officer.
- To undertake any further duties which may from time to time be required of the post holder and are commensurate with the responsibilities of the post.

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PERSON SPECIFICATION

Candidates are required to explain how they meet each of the following criteria. This should be done using the blank section of the application form.

As well as using relevant experience gained from present or previous employment, you can also draw on any skills from community or voluntary work, leisure/culture interests and the home.

For each requirement please also state how you have gained the skills and experience necessary to do the job.

Remember - Assumptions will not be made about the skills and experience you have. If you do not tell us, we do not know. The company may use appropriate testing as part of the selection process.

JOB REQUIREMENTS & KEY CRITERIA		Essential/ Desirable
Experience/ Knowledge/ Skills	Previous experience of successfully undertaking similar work	E
	Experience of delivering high quality customer service	E
	Experience of sales/cross-selling/promotional output	D
	Excellent creative writing and proof-reading skills	E
	Ability to liaise with a wide range of colleagues at all levels	E
	Excellent verbal and written communication skills	E
	Excellent IT skills, competent in using the Microsoft Office 365 Suite of applications – in particular, Word, Excel, Outlook, Powerpoint	E
	Knowledge of business/admin systems/computers	E
	Experience of working with InDesign or similar graphic design software	D
	Has an educational background that demonstrates a high level of competence in both written and numerical work	E
	Knowledge of social media output – knowing how content can best communicate to the audience across all social media channels	D
	Experience within a target driven sales environment	E
	An awareness of marketing trends – changes in social media attitudes	D
	Ability to communicate accurately and carefully in email communications – high attention to detail, spelling, grammar etc	E
Qualifications/ Training	Current driving license and/or the ability to make suitable travel arrangements	E
	Ability to write and/or produce quality impactful copy for use on the venue's website and social media	E
Personal Qualities	Ability to prioritise work and work well under pressure.	E
	Excellent team worker, with a can-do approach, driven to deliver the best possible customer focused service.	E
	Flexible and resilient with the aptitude and ability to change and challenge colleagues.	E
	Ability to champion and promote new ideas that meet the needs and objectives of the company.	E
	Willing to undertake further relevant training and other required activities.	E
	Understanding of safeguarding responsibilities	D

FURTHER INFORMATION ABOUT MAGNA VITAE

Our Purpose	<p>As a Charitable Trust our mission is to provide an extraordinary range of cultural, leisure and health-related facilities and services that allow local people to lead a great life. We will develop and sustain a thriving and successful culture and leisure business that encourages innovation and expansion to maximise the opportunities for the community we serve. We are regulated by both the Charities Commission and Companies House, with any profits we make being re-invested to continually develop and improve services for the people of East Lindsey.</p> <p>Magna Vitae is a Partner to East Lindsey District Council which provides significant financial support for the work we do.</p>
Our Vision	<p>Our VISION is to improve the wellbeing of our community, enabling people to live great lives.</p>
Our Values	<ul style="list-style-type: none"> • We are in this together • We embrace change • We are always learning • We celebrate differences
Benefits of working for Magna Vitae	<p>As a growing company we are looking to recruit talented people to join our established teams. We will provide you with the opportunity to develop your skills to ensure that you have the best industry leading knowledge so that, as opportunities arise, you can further your career within Magna Vitae or the culture and leisure industry as a whole.</p> <p>You will also benefit from some of the best terms and conditions in the leisure field including a competitive salary; an employer pension scheme; and free use of the company's fitness suites and swimming pools and much more. We look forward to receiving your application.</p>