

LONDON COLISEUM

Box Office Sales Assistant

Candidate Recruitment Pack



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**ARTS COUNCIL
ENGLAND**



LONDON COLISEUM

The London Coliseum first opened its doors on 24 December 1904 as the *London Coliseum Theatre of Varieties*. Today, it stands as the largest theatre in London's West End, with 2,359 seats spread across four seating levels.

The theatre is owned by the charitable organisation English National Opera (ENO). All profits from the Coliseum support ENO's mission to make opera accessible and inclusive. The venue proudly hosts ENO's annual London Opera season, running from September to March. Outside of this season, the Coliseum welcomes a diverse range of visiting productions, including performances by English National Ballet and other leading national and international companies.

Working at the London Coliseum means becoming part of a rich and evolving legacy. Every member of our team plays a vital role in creating unforgettable experiences for thousands of audience members each week.



Box Office Sales Assistant

SUMMARY

The Box Office is a vital part of the Audiences Department at the London Coliseum, dedicated to delivering the highest standards of customer service and enhancing the overall visitor experience. The Sales Assistant supports this mission by efficiently handling ticketing operations, customer interactions, and contributing to marketing and sales initiatives. This role reports directly to the Ticketing Supervisors.

Reports to

Ticketing Supervisor

Salary

£15.30/hour

Location

London Coliseum

Hours

Casual Contract, weekend and evening availability required

The role

Box Office Sales Assistant

Key Responsibilities

- Sell and process tickets for events using the company's ticketing system, including cross-selling and upselling of gift vouchers, catering packages, and merchandise
- Maintain up-to-date knowledge of all shows, events, and products
- Respond to customer queries via phone, email, online chat, and in person
- Assist with sales managed by external ticket agents and other third parties
- Provide feedback and sales insights to the Box Office management to inform planning and marketing decisions
- Participate in audience engagement and marketing campaigns, including surveys and data capture
- Ensure accurate entry of customer data in compliance with data protection regulations
- Adhere to company guidelines for data entry, database security, and system reporting procedures
- Support routine accounting and control procedures related to ticketing
- Attend departmental meetings and contribute to other sales and administrative tasks
- Perform other duties as reasonably requested by management

Box Office Sales Assistant

Person Specification

Required:

- Proactive sales approach with experience in cross-selling and upselling
- Strong customer service and communication skills across various channels
- High attention to detail, particularly in data entry and compliance
- Ability to work collaboratively
- Flexible and responsive to dynamic work environments and customer needs
- Solid IT skills including experience using Microsoft Office Programmes
- Knowledge and experience in using ticketing systems
- Knowledge and experience working with ticketing agents

Desirable:

- Previous experience using Spektrix ticketing system
- Previous experience in a theatre environment
- Previous experience in a ticket sales environment

To Apply

You can apply for this role on our careers site.

We'll ask you for:

- A copy of your CV
- A cover letter

Due to the high number of applications we receive, we are only able to provide individual feedback to candidates who progress to interview stage.

Application Deadline

This is a rolling advertisement, and applications will be reviewed as they are received. There is no fixed closing date; however, we may close the vacancy if we receive a high volume of applications. Please note that opportunities may not be immediately available and, therefore, it may take longer than usual for us to get in touch. We will contact candidates should a suitable opportunity arise.

Interviews

Interviews for this role will be held at the London Coliseum and will be arranged based on candidate availability.



We're proud to be a Disability Confident Employer. If you'd like to apply through the Disability Confident Guaranteed Interview Scheme or require any reasonable adjustments for the application process, please email workwithus@londoncoliseum.org

Backstage Secrets to Success

Read the job description carefully

The job description is your score and every note counts. This will help you understand whether the role is a good fit and what is required, so you can tailor your application effectively.

Read the application requirements carefully

Before your first act make sure you know your cues and stage directions. Check for any word limits, additional tasks, or submission deadlines.

Tailor your cover letter

Your cover letter is your aria- your chance to shine. Use this to tell us things that we can't see on your CV for example: why you want to work with us, how our values align with yours, and any transferable skills that make you a great fit for the role.

Check your application

Before submitting, review spelling and grammar, ensure attachments are included and correctly named, and double-check that your contact details are accurate and up to date. This is not a rehearsal. We repeat, this is not a rehearsal!

Prepare for your interview

Research the organisation, be ready to discuss experience mentioned on your CV, and think about questions you'd like to ask us. See the interview as a duet where each voice is equally as important.

Use AI tools mindfully

AI is a brilliant tool that's transforming how we work however, please ensure your application is honest and a true reflection of your experience. You can use AI to check grammar and spelling, improve structure and formatting, research the organisation or rehearse mock interviews but remember when the curtain rises, we want to see the real you in the spotlight.

Online interviews

If your interview is online, have a technical rehearsal. Check that the link works beforehand and make sure you have a quiet space, a good internet connection with minimal distractions.

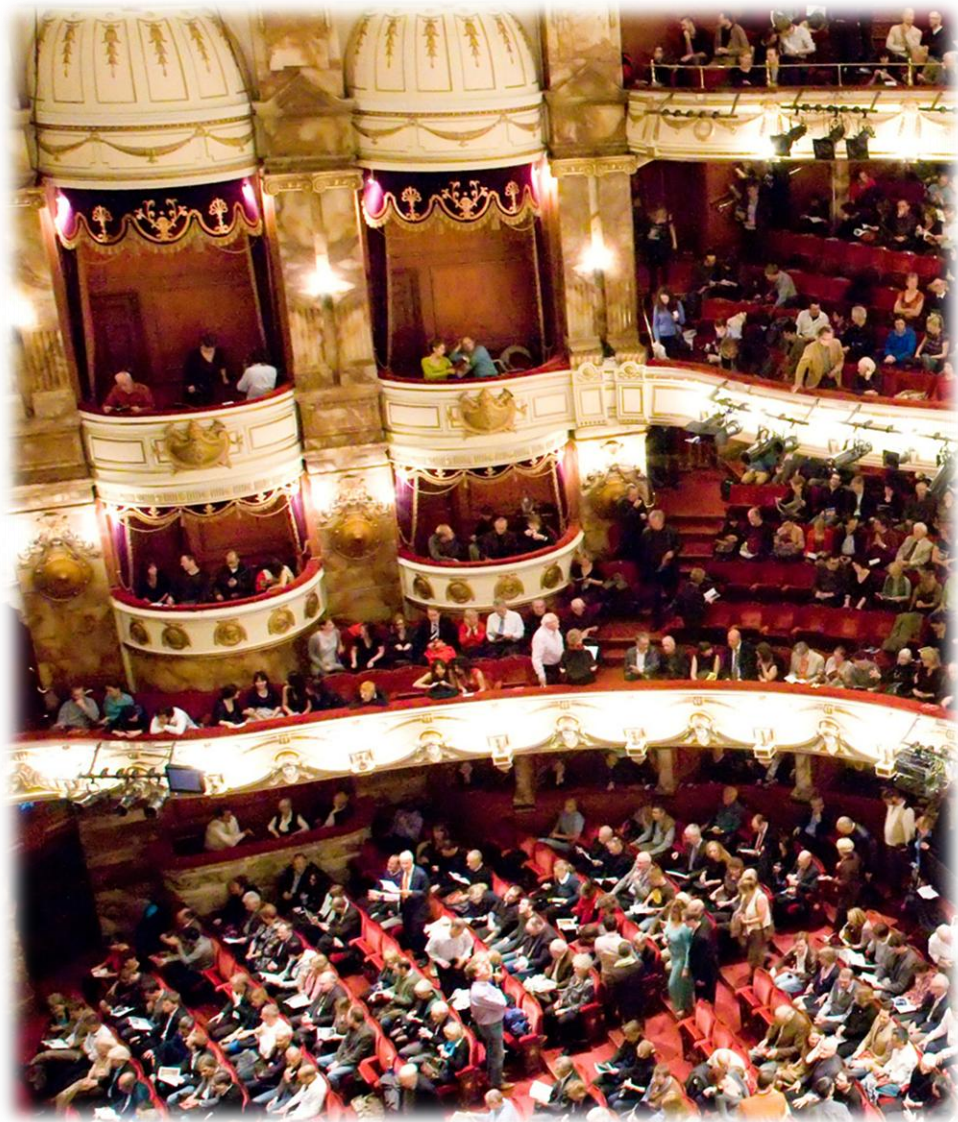
In-person interviews

Confirm who you'll be meeting on the day, check your route in advance, and leave plenty of time in case of travel disruptions. This is your 5-minute call, you have 5 minutes.

Accessibility

We are an inclusive employer and want to ensure that our process is as accessible as possible. If you have any access requirements, please let us know as soon as possible by emailing us on workwithus@londoncoliseum.org so that we can ensure that the stage is ready for your performance.

Information



Confidentiality

Confidentiality is so important in this role and our policy is strict. All information concerning staff, patrons and other LCL business, the disclosure of which could be detrimental to the company, must be held in the strictest confidence and may not be divulged to any unauthorised person at any time.

Data Protection

Data Protection and adherence to GDPR is equally important. We therefore require that computer information should only be accessed if this has been authorised and is necessary as part of the postholder's work. You will need to be aware of the GDPR 8 key principals, and the Computer Misuse Act 1990.

Health and Safety

Health and Safety is so important at LCL and we would expect that the postholder will be happy to undertake personal responsibility for safety as will be outlined in the LCL safety policy and the Health and Safety at Work Act 1974.

Equal Opportunities

Equal Opportunities is a given. We will expect the postholder to abide by LCL's policies on Equal Opportunities and Dignity at Work.

Code of Conduct

Code of Conduct is sometimes assumed, but at LCL we will require the postholder to act in accordance with LCL's Code of Conduct whereby everyone shall be treated in a professional and courteous manner with full regard to the avoidance of discrimination, consistent with current equal opportunities employment legislation.



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London Coliseum Limited is a wholly owned subsidiary of English National Opera (ENO) and its profits are used to support the work of the ENO.