

## KEY INFORMATION

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| Role Title      | Customer Experience Manager   |
| Reports to      | General Manager   |
| Responsible for | Deputy Customer Experience Manager, Head Chef, Events Coordinators (x2), Porters (x4) |
| Hours           | Full time   |
| Contract        | Permanent   |
| Annual Leave    | 33 days per annum inclusive of public holidays  |
| Location        | On-site at Southend Theatres (Cliffs Pavilion & Palace Theatre)                       |

## INTRODUCTION

Customer and commercially focused, the Customer Experience Manager at Southend Theatres leads all customer-facing operations ensuring high levels of customer service alongside super-efficiency and commercial success.

## ABOUT TRAFALGAR ENTERTAINMENT (TE)

Co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017, Trafalgar Entertainment is a premium international live entertainment business focussed on new productions, venue ownership, Performing Arts education, theatre ticketing, the distribution of live-streaming innovative content and the provision of great theatres where people can come together to share in the experience of live entertainment. TE is home to Trafalgar Theatres, The Chiswick Cinema, Trafalgar Theatre Productions, Trafalgar Releasing, Trafalgar Tickets, Stagecoach Performing Arts, Drama Kids/Helen O'Grady Drama Academy, ticketing company London Theatre Direct, Stagedoor, Jonathan Church Theatre Productions, and Imagine Theatre.

## ABOUT TRAFALGAR THEATRES

Trafalgar Theatres is the venue-operating division of TE. We currently operate 21 venues; including 14 in the UK regions; the Trafalgar Theatre in London's West End and the Theatre Royal in Sydney. We're growing fast, we're confident in what we do, and we're ambitious about the future. There's never been a better time to get onboard.

We are passionate about entertainment, audiences, and the live experience and we value Creativity, Collaboration, Excellence and Respect.

## ABOUT SOUTHEND THEATRES

Southend Theatres comprises the Cliffs Pavilion, the Palace Theatre and the Dixon Studio in Essex and is managed by an experienced team of over 250.

Southend Theatres is one of the most successful theatre, event and hospitality operations in the UK, delivering nearly 1,000 events every year, with venue capacities ranging from 80 seats to 2,200 seating/standing.

## **ABOUT THIS ROLE**

With a strong customer and commercial focus, the Customer Experience Manager at Southend Theatres will have the desire and ability to drive success in one of the UK's busiest entertainment, event, food and drink businesses. Highly visible and operational, the Customer Experience Manager leads all customer-facing operations ensuring high levels of customer service alongside super-efficiency and commercial success. This is an operational, hands-on post which will also act as duty manager as required.

## **ABOUT YOU**

Commercially savvy and enthusiastic, you influence others by leading from the front. You are a visible and hands-on leader with broad knowledge of theatre, events, and food and drink operations within a highly commercial environment.

You are energetic, resilient, proactive, and results-focused, bringing a creative, self-motivated, and engaging approach to leadership. As a dynamic leader, you motivate teams to perform at their best.

You are driven by improving profitability and operational efficiency, supported by strong commercial awareness and sound decision-making.

You have a strong customer service ethos and a genuine commitment to delivering an excellent experience at every opportunity.

You thrive in a large corporate organisation and demonstrate strong leadership skills, with the ability to support and manage large teams while consistently delivering results.

You communicate with professionalism and confidence, maintaining an excellent manner when dealing with the public, colleagues, stakeholders, and industry partners.

You are adaptable to changing business needs and remain calm, focused, and effective in fast-paced, high-pressure environments.

You have proven experience in people management, including recruitment, appraisals, training and development, workforce planning and deployment (rotas), and performance management.

## **JOB ROLE**

### **KEY RESPONSIBILITIES**

#### **1. Commercial Performance & Customer Experience**

- Maximise income generation across all customer-facing operations, including bars, catering (restaurant and events) and retail, ensuring commercial performance aligns with venue targets.
- Set, embed and continuously improve high standards of customer experience across all public-facing services, ensuring consistent delivery through clear guidance, communication and leadership.
- Identify and implement opportunities to enhance customer spend, service quality and repeat attendance across events and performances.

## **2. Leadership, People & Capability**

- Lead, manage and develop Customer Experience teams, including the Deputy Customer Experience Manager, duty operational teams, porters, events staff, Head Chef and kitchen team.
- Ensure effective workforce planning, rota management and deployment of staff, taking into account operational demand, safety requirements and commercial opportunities.
- Lead recruitment, onboarding and development of Customer Experience staff to attract, retain and engage high-quality talent.
- Maintain visible, accessible leadership across venues to support staff, foster positive working relationships and reinforce service standards.
- Maintain personal professional competence through ongoing development and awareness of industry best practice.

## **3. Operational Delivery & Event Management**

- Ensure all public and private events are planned and reviewed in advance to deliver safe, efficient and successful operations, including staffing, security, venue configuration and operating modes.
- Ensure relevant operational information is prepared and communicated in advance to duty teams to support smooth delivery of events.
- Undertake Duty Management responsibilities during events, including evenings, weekends and bank holidays, ensuring excellent customer care and safe venue operation.
- Liaise with visiting companies and tour managers to ensure operational requirements are met and professional working relationships maintained.
- Support colleagues across the venue in the day-to-day delivery of customer-facing services.

## **4. Governance, Safety & Risk Management**

- Ensure all operations are delivered in full compliance with Food Safety, Licensing and Health & Safety legislation and procedures.
- Act as a nominated First Aider, responding to incidents, ensuring accurate recording and appropriate follow-up.
- Lead the implementation of emergency and evacuation procedures, including training, drills and briefings, in collaboration with management and statutory authorities.
- Undertake, document and review risk assessments, ensuring risks are mitigated and communicated effectively.
- Ensure safe opening and operation of buildings, including pre-opening and pre-show checks and acting as key-holder for emergency call-outs.

## 5. Training, Standards & Collaboration

- Ensure compliance with all mandatory and role-specific training requirements for Customer Experience staff.
- Maintain accurate, up-to-date training materials and ensure training delivery supports service standards and operational safety.
- Collaborate with central teams to implement Health & Safety training and customer service standards in line with Trafalgar Entertainment policies and agreed targets.
- Comply with uniform and personal protective equipment requirements.

## PERFORMANCE MEASURES

Venues' profitability  
Operational effectiveness  
Customer satisfaction ratings  
Staff resource planning improvements  
Staff training targets achieved  
Successful deployment of cohesive, cross-venue operations team  
Budget control  
Producer/Hirer feedback

## FURTHER INFORMATION

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. From time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience, and capabilities, as directed by the General Manager, Venue Director or other senior leaders.

Trafalgar Entertainment is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We welcome applications from people in groups where we are under-represented, for example people with disabilities, from minority ethnic groups, older returners and people who are neurodivergent.

This role may be subject to a Disclosure and Barring Service (DBS) check or other security screening, depending on the specific requirements of the position.

We are curious, courageous and ambitious, empowering people to challenge and innovate in pursuit of excellence.