

# ABBAY THEATRE AMHARCLANN NA MAINISTREACH

## ABBAY THEATRE Amharclann na Mainistreach | Job Description

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JOB TITLE:	General Manager
RESPONSIBLE TO:	Director of Finance and Operations
CONTRACT:	Permanent/ 40 hour week

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For 115 years, the Abbey Theatre has played a significant role in reflecting Ireland's evolving cultural, political and social identity. It has done so through the creation and staging of an important literary repertoire which has helped Irish people to understand and communicate what it means to be Irish. This role continues, as the nation's sense of identity continually evolves and our population becomes increasingly multicultural. In this more globalised world, it is vital that the Abbey Theatre continues to stand proudly amongst our peers as a world-class national theatre, touring our work internationally and attracting great artists to work in Ireland.

The Abbey Theatre's mission is to effectively and imaginatively engage with all of Irish society through the production of ambitious and courageous theatre, in all its forms. Ireland's National Theatre is artist-led and audience-focused. We aim to ensure our programmes are driven by ambitious, big ideas by theatre-makers of all disciplines, relevant to our times, and communicated effectively to all our citizens and stakeholders.

Our vision is to build a 21<sup>st</sup> century theatre and company, where creativity drives our every move, developing the artists and audiences of the future. We will be a confident collaborative company, leading the way in how Irish theatre is developed, produced and disseminated; and where everyone who works with us, irrespective of their role, knows that they are contributing to the work of one of the world's great theatres.

Planning is in train for the re-building of the Abbey Theatre in line with the Project Ireland 2040 plan announced by the [Department of Culture, Heritage and Gaeltacht](#).

### **The Role:**

This is an exciting new role and comes at an exciting time of change at the Abbey Theatre. We are looking for a leader to establish and inspire an integrated team which will bring together the Box Office, Front of House and Operations functions to deliver an excellent customer experience. The aim of this role will be to lead the overall operations of the theatre, to deliver the aims and objectives as set out in the Organisational 5 year strategy, which can be viewed [here](#).

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A key role in the organisation, the General Manager will underpin the operational running of the Company. The General Manager is responsible to the Director of Finance and Operations for the overall administration and internal operation of the organisation and will support the work of the joint CEO's.

### **RESPONSIBILITIES**

#### **General Management Responsibilities**

- To ensure the overall customer/visitor experience is consistent and is of the highest standards at all times.
- To ensure the physical appearance of the building/theatre is of the highest possible standards.
- Working with the Peacock Café franchisee to ensure the delivery of high quality service and performance.
- To adhere to and implement the guidelines, procedures and policies of the Abbey Theatre, as detailed in the staff policies (available from the staff intranet).
- To work across departments to develop a positive and engaged organisational culture.
- To ensure compliance with rules and legislation pertaining to Health & Safety at work and abide by the procedures set out in the Health & Safety Policy.
- To manage the annual expenditure budget for FOH operations and ensure that it is adhered to, in consultation with the Finance Controller and the director of Finance and Operations.
- To undertake any other duties as reasonably required by the Director of Finance & Operations.

#### **Front of House (FOH)**

- Oversee all Front-of-House/Bar operations to ensure that the visitor experience is at the heart of FOH operations.
- Manage and develop standards for customer service processes, customer feedback, pricing, foyer environment and animation, where appropriate, utilising new technology and innovation.
- Ensure compliance with statutory and licensing requirements.
- To oversee the negotiation of supplier and service contracts, ensuring that the theatre's policies and procedures are adhered to.
- To manage the relationships and work closely with external contractors and suppliers to ensure best value, through direct contact and delegated responsibility.
- To manage the theatre's maintenance budget and with the Maintenance Engineer to agree and monitor the schedule of works, in consultation with other colleagues, where appropriate.
- To ensure that the team are equipped to use the Abbey's customer relationship management database Tessitura and that they contribute as appropriate to its continuous development and improvement.

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### **Customer Service**

- With your team, to maintain the safety and security of customers, visitors and staff at all times.
- To ensure excellent customer service and an exceptional visitor experience for all theatre goers.
- To identify and track the success of initiatives to improve customer satisfaction.
- To enable staff to recognise and respond to changing customer behaviour, and to ensure the timely provision of feedback to colleagues in other areas of the theatre such as Communications and Development.

### **Financial**

- To work closely with the Director of Finance and Operations and to be responsible for the effective management and control of resources and budgets, ensuring that effective financial controls are exercised and that correct financial procedures are adhered to.
- To work with staff to achieve best value for the organisation.

### **Commercial & Revenue Generation**

- Develop and deliver a KPI-focused business plan for ancillary income including the Peacock Café, events, tours, Front-of-House sales.
- Play a key role in developing plans for facilities upgrading.
- With your team, to identify, evaluate and implement new business opportunities.
- To take a lead role in creating a sales culture at the Abbey Theatre.
- With your team, to maximise revenue from box office, bar, venue hire and events.
- To supply detailed analysis of sales activity on a show by show and calendar basis.
- Liaise with all appropriate internal teams to ensure the smooth running of all activities within the Front-of-House area of the Theatre.
- Provide relevant reports to the Director of Finance and Operations, Directors, SMT and Abbey Theatre's Board, as required.

### **Facilities**

- Work with relevant staff / contractors to ensure the highest standards of all theatre facilities are maintained.
- Ensure the security of the buildings are maintained and properly monitored.
- To manage day to day building issues with the Maintenance Engineer.
- Effectively manage and review all Subcontractors and Suppliers required within FOH and theatre operations in line with procurement procedures.

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## **Health & Safety:**

- Actively engage with regulatory and quality agendas, e.g., Green, Health & Safety, major incident planning, as required.
- Work with relevant staff members to maintain high standards of safety throughout the theatre.
- To generate, with the Technical Director, the Abbey Theatre's Safety plan.
- To oversee the organisational Health and Safety policy for all staff, working closely with the Technical Director.
- To co-ordinate and lead on monthly Health and Safety meetings.

## **Strategy**

- To implement a full resource review of the Box Office, Front of House and Maintenance functions in order to deliver the aims as set out in the Organisational 5 year Strategy.
- To lead on the creation and implementation of sales and customer service strategies for the Abbey Theatre in line with the organisational strategy.
- To deliver on pricing strategies and sales targets as directed.
- To deliver on departmental goals and objectives as set out by the Director of Finance and Operations in the context of the Abbey's overall mission, vision and goals.

## **Leadership and Management**

- Provide dynamic leadership and a strategic overview for the team.
- To lead, manage and motivate staff to achieve their best, both individually and collectively, within the framework of the performance management process.
- Represent your team and the organisation at relevant external and internal meetings and events as required.
- Establish and maintain relationships with industry peers.
- To work with the Director of Finance and Operations and HR Director on the review and implementation of the Abbey Theatre's Diversity policy.
- Lead and chair regular team meetings.

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## KEY RELATIONSHIPS

### Internal

- Directors
- Finance Dept
- Senior Management Team
- Marketing and Communications
- Community and Education
- Production
- New Work
- Company Management
- HR

### External

- Abbey Theatre customers
- Abbey Theatre stakeholders
- Suppliers and contractors

## PERSON SPECIFICATION

### Essential

- At least five years' experience in an operations role, (Entertainment/Hospitality/Retail) of which at least three years should be at management level
- Excellent people management skills and proven experience of managing a team
- Excellent verbal and written communication, co-ordination skills and attention to detail
- Experience of setting and managing budgets
- Highly organised and efficient with good time-management skills
- Ability to manage multiple priorities, work to deadlines and respond well to pressure
- Experience of complying with licensing/statutory regulations
- Experience of managing personnel processes and procedures
- Experience of negotiating and creating contracts
- Excellent advocacy and negotiation skills
- Experience of creating and overseeing schedules or programme/event plans
- Experience of managing office and business services
- Good IT systems experience/Microsoft Office
- Knowledge of employment and health & safety legislation
- Ability to provide effective leadership in time of change in a fast paced environment

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## Desirable Skills:

- An interest in and familiarity with theatre and/or the arts;
- Experience of working in a theatre environment
- Experience of managing evolving projects.
- Experience of managing catering operations

## RENUMERATION / BENEFITS

**Annual Salary:** Salary commensurate with skills and experience

**Holidays:** 24 days per annum (including Good Friday & Christmas Eve).

**Public Holidays:** 9 Public holidays per annum.

**Pension:** The Abbey Theatre provides employees with access to a pension scheme and will match contributions up to 5.5% of salary. Employees must contribute a minimum of 3% to avail of employer contributions. Contributions are made through payroll.

**Life Assurance:** The Abbey Theatre Group Life Assurance plan provides a benefit to all employees of 4 times annual salary in the event of death while in service.

**Bike to work/ Bus Eireann/Luas/ Dart Tax Saver**

## APPLICATION PROCESS

To apply, please send the below information:

- Up to date CV
- Cover letter  
(*Outlining why you want this particular post and highlighting the skills and experience that you could contribute*)

[recruitment@abbeytheatre.ie](mailto:recruitment@abbeytheatre.ie)

The closing date for applications is 5 pm on **Friday, 24<sup>th</sup> May 2019**

***The Abbey Theatre is an equal opportunities employer***