

RECRUITMENT PACK

Audience Data and Ticketing Manager – Full
Time
May 2025



HOME

WELCOME

Thank you for your interest in the role of Audience Data & Ticketing Manager at HOME.

HOME is Greater Manchester's vibrant cross art form centre. We commission, create and present contemporary theatre, visual art and film and provide a space for experimentation where art forms meet and interconnect. HOME's programming is political, international and experimental.

HOME first opened its doors in May 2015: a new, £25m multi-art form venue for Manchester, operated by Greater Manchester Arts Centre (GMAC). Since opening, we have welcomed over 4 million visitors and contributed over £101 million to the Greater Manchester economy.

We became one of the few UK organisations to produce new work across theatre, visual art and cinema, achieving local, national and international artistic recognition.

Our programme is presented across:

- Five state-of-the-art cinemas, presenting one of the UK's most celebrated programmes of independent film
- Two theatres – c.500 seat proscenium arch, T1; and c.130 seat flexible studio theatre, T2 – presenting HOME produced productions
- 500m² contemporary visual art space
- Digital platforms
- Talent development and engagement spaces
- In youth and education settings and within communities across Manchester

HOME also relies on trading and secondary income to support the charity, including two bars, a restaurant, event spaces and retail space.

If you require a large print version of this recruitment pack, or any reasonable adjustments to apply for this position, please contact recruitment@homemcr.org.

OUR VISION & MISSION

WHAT WE'RE HERE FOR

We're an open and social space for the curious from all of our communities, future artists and producers of work that is provocative, playful and contemporary, of Manchester and the world.

WHERE WE WANT TO BE

We want to be central to making Manchester a major city celebrated for its distinctive art – art that enriches the lives and life chances of its people – and a magnet for artists and creatives from all over the UK.

WHAT MAKES US TICK

● We are conscientious

● We are considerate

● We are collaborative

● We are creative

● We are curious

STRATEGIC OBJECTIVES

We're here to share exciting, entertaining and thought-provoking stories with the people of our city and beyond

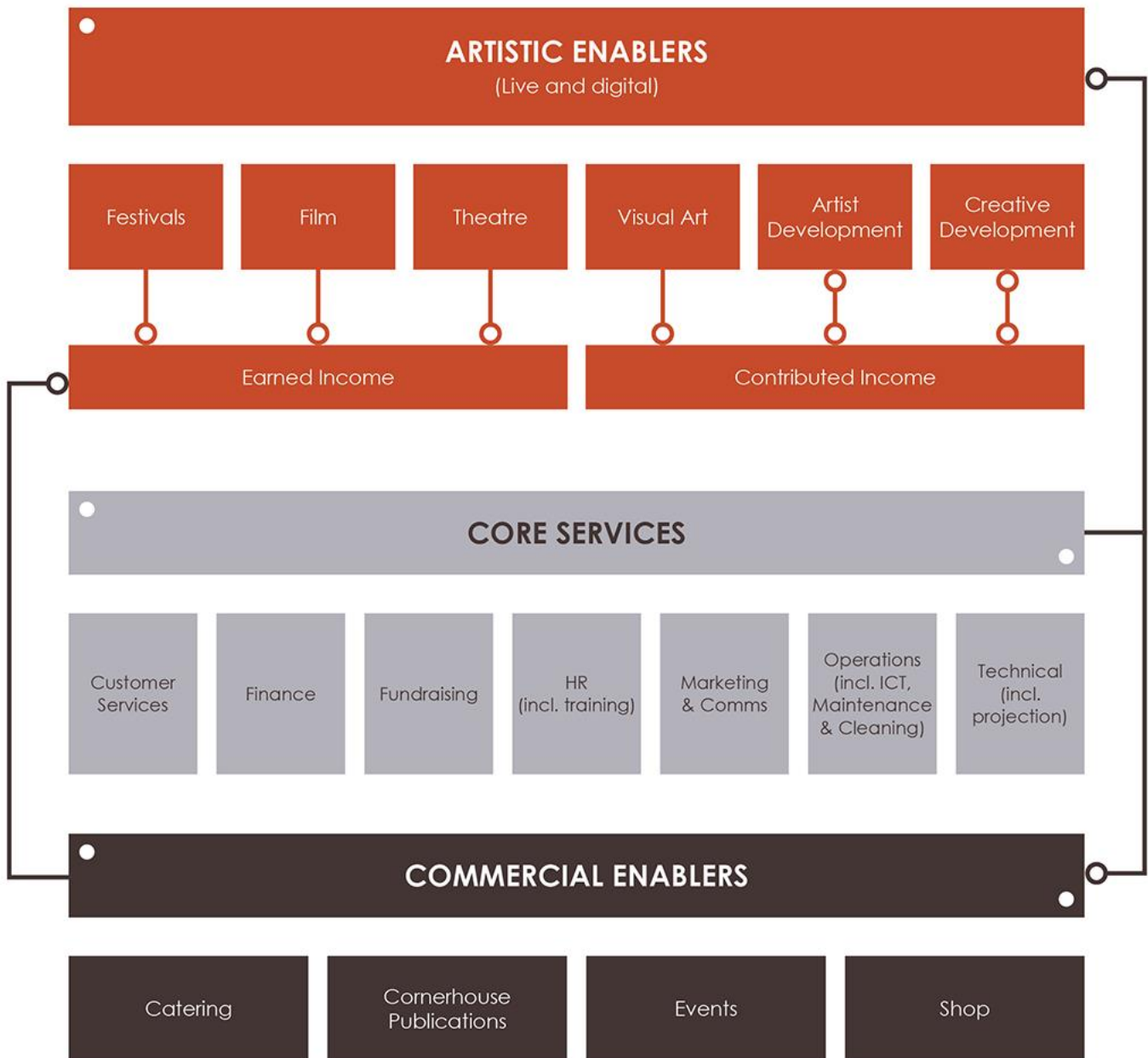
We're here to nurture creativity

We're here to develop and make our team feel valued

We're here to tackle inequality

We're here to protect the planet

HOW WE WORK





Equality at HOME

HOME is an inclusive employer, and we are committed to championing anti-racism, equality and diversity through the way we work, and the work we make and present.

We want our workforce to reflect the diverse communities of Greater Manchester and we welcome candidates from all backgrounds. We actively encourage and support applications from groups who are currently underrepresented across the arts sector, including members of the Global Majority, d/Deaf and disabled applicants and individuals from lower socio-economic backgrounds.

HOME is a Disability Confident Employer, and a Supporter of the Greater Manchester Good Employment Charter.



THE ROLE

This role sits within the Marketing & Communications team at HOME and works closely with the Heads of Marketing as well as the Customer Services and Finance teams. The Audience Data & Ticketing Manager is the organisation's lead expert on Spektrix, responsible for ensuring the system supports excellent audience experience, accurate reporting and strategic decision-making. As a multi-artform venue with a wide range of visiting companies and co-productions, HOME requires a robust, responsive ticketing function that enables flexibility, drives income and upholds HOME's values of accessibility, insight and care.

Job Summary

The Audience Data & Ticketing Manager is responsible for the day-to-day operation, development and reporting functions of HOME's ticketing system. This includes event setup, pricing strategy, audience segmentation and data management. The role works closely with internal teams to ensure events go on sale accurately and efficiently, while providing clear and timely reporting that supports campaign evaluation, demand management and stakeholder reporting. This is a hands-on role that combines systems administration, collaborative planning, and an eye for detail.

.

KEY INFORMATION

Salary	£30,900 per annum
Contract	Permanent, full time
Hours of work	40 hours, including 1 hour lunch breaks Exact hours of work as required by the job, working evenings and weekends as appropriate. Overtime payments will not be made, however time off in lieu will be available to cover additional hours worked with your Line Manager's agreement.
Place of work	HOME's offices are at 2 Tony Wilson Place, M15 4FN
Holidays	25 days per annum plus statutory holidays
Pension	GMAC Ltd operates a company pension scheme with a 3% company contribution, available to all staff
Other benefits	Discounted cinema and theatre tickets Employee Assistance Programme Option to purchase additional holidays Access to training and professional development Cycle to work and Tech scheme
Probationary period	6 months
Notice period	1 month during probationary period, 2 months thereafter

JOB DESCRIPTION

Purpose

To lead the effective use and development of HOME's ticketing and audience data systems, ensuring a responsive, efficient service for audiences, partners and internal teams. This role oversees event builds demand-led pricing, financial reporting and audience segmentation in Spektrix, and acts as a key collaborator with Marketing, Customer Services, Programming and Finance colleagues. It plays a vital role in driving income, delivering insights and improving audience experience through robust, well-governed systems.

Team Marketing & Communication
Reports to Head of Marketing
Responsible for One core staff member.

Main duties

Ticketing Operations

1. Own and maintain HOME's use of Spektrix, ensuring accurate event builds, timely on-sales and up-to-date system records.
2. Manage internal processes for setting up memberships, discounts, offers, packages and promotional pricing.
3. Set up and maintain key financial elements in Spektrix, including fees, donations, memberships, gift vouchers, and packages.
4. Implement pricing strategies, including demand-led pricing, in collaboration with the Head of Marketing and Director of Audiences.
5. Coordinate ticketing arrangements for visiting companies, producers, distributors and third-party events.
6. Manage relationships with third-party ticketing agents to coordinate allocations, seating plans, holds and mark backs as needed.
7. Work with the Customer Services team to ensure accurate event briefings and excellent service delivery.

8. Act as a key contact for the Customer Services team regarding event updates, offers, and ticketing changes, ensuring timely communication and support.

Audience Data & Reporting

1. Produce regular and ad hoc reports on ticket sales, revenue, audience segments and campaign performance.
2. Work with the Heads of Marketing to support audience insight reporting for funders, stakeholders and internal teams.
3. Support audience segmentation strategies and help identify trends to inform future marketing and engagement activity.
4. Ensure high standards of data accuracy, clean data and security within Spektrix and related systems.
5. Collaborate on the development of reporting tools that are insightful, efficient and accessible to key teams.

Collaboration & Support

- Act as a key liaison between the Marketing, Finance, Programming and Customer Services teams on all ticketing and data-related matters.
- Work with the Finance team to ensure correct reconciliation of ticket income, VAT reporting and coding.
- Support the HOME team in integrating Spektrix with other platforms (e.g. email, analytics, web) when required.
- Work with the Head of Marketing to identify opportunities for cross-selling and increasing income through ticketing and CRM strategies.
- Maintain documentation and resources to support internal teams' understanding of ticketing processes and reporting access.

Systems Development & Training

- Lead on system development projects and upgrades in collaboration with Spektrix and third-party providers.
- Deliver internal training to ensure colleagues are confident and consistent in their use of Spektrix.
- Monitor and maintain user access and security protocols for HOME's ticketing system.

- Stay informed on new functionality, sector trends and best practice in CRM, ticketing and data.

Additional duties

- Champion accessible ticketing and inclusive audience experiences through system configuration and user flows.
- Work evenings and weekends as required, including support for events or external bookings.
- Carry out other relevant duties as deemed appropriate by the Head of Marketing or Director of Audiences.
- Be an advocate and ambassador for the organisation.
- Implement GMAC policies, in particular those around diversity, environmental sustainability, access, safeguarding and GDPR.
- Keep up to date with financial, administrative and operational best practice.
- Undertake national and international travel as required.

This is not an exhaustive list of duties and HOME's management may, at any time, allocate other duties which are of a similar nature or level.

PERSON SPECIFICATION

Criteria	Essential	Desirable
Experience	<p>Experience managing a ticketing system, preferably Spektrix</p> <p>Experience setting up and maintaining events, offers, pricing and financial elements in a ticketing system</p> <p>Experience producing reports for internal and external stakeholders</p> <p>Experience collaborating across teams including finance, marketing and customer services</p>	<p>Experience working in an arts, culture or visitor attraction setting</p> <p>Experience managing ticketing relationships with external agencies or co-producers</p>

		<p>Experience using audience data to support marketing and engagement strategies</p> <p>Experience training or onboarding staff in the use of CRM/ticketing systems</p>
Skills and Knowledge	<p>Strong understanding of CRM, ticketing, data protection and GDPR principles</p> <p>Knowledge of demand-led pricing, promotions and audience segmentation</p> <p>Familiarity with reporting tools within ticketing/CRM systems</p> <p>High level of accuracy and attention to detail in data management and reporting</p> <p>Ability to translate audience data into meaningful insights for internal use</p> <p>Strong organisational and time management skills</p> <p>Proficient in Microsoft Excel or other spreadsheet/reporting tools</p>	<p>Awareness of accessibility principles in ticketing and digital user journeys</p> <p>Understanding of cultural sector ticketing trends and innovations</p> <p>Awareness of basic finance processes such as VAT, coding and reconciliation</p> <p>Confidence using platforms that integrate with ticketing (e.g. DotDigital, Google Analytics)</p>
Personal Skills	<p>Collaborative and able to work effectively across departments</p> <p>Clear communicator with the ability to explain complex information in accessible ways</p> <p>A commitment to HOME's values of inclusion, access, sustainability and innovation</p>	<p>Proactive and open to learning new tools and systems</p> <p>Comfortable working in a fast-paced, public-facing</p>

		environment
Other requirements	<p>Positive, proactive approach to working as a team member</p> <p>Proven ability to demonstrate initiative and independent thinking</p> <p>Ability to deal tactfully with a wide range of people, including press/media, HOME supporters, senior staff and trustees</p> <p>Flexibility and ability to adapt quickly to a varying workload and demands</p> <p>Able to handle sensitive information with confidentiality</p>	

HOW TO APPLY

The deadline for applications is Monday 9th June 2025, 10am

Application format: submit by email an up-to-date CV together with a supporting statement of no more than 2 A4 pages. **Please ensure you provide examples of how you meet the essential criteria within the Person Specification and the main responsibilities for this role in your supporting statement.**

Email your CV and written supporting statement or this can be a short video/audio response no more than 10 minutes long to recruitment@homemcr.org and complete the [Equal Opportunities Form](#) to apply.

We will interview all candidates who meet the essential criteria in the person specification. Support is available at every stage of the process please email recruitment@homemcr.org if you have any questions related to support requirements.

Interviews will take place in person on Wednesday 18th June 2025

HOME strives to be an equal opportunity employer, committed to diversity and inclusion in the workplace.

Please note Due to the high volume of applications we are unable to respond to all applicants individually. If you have not heard from us before the interview date, unfortunately, you have not been shortlisted on this occasion. Regrettably, we are unable to provide feedback at the application stage for those not selected for interview.

Thank you for your interest in this post.



FUNDED BY



Supported using public funding by
ARTS COUNCIL
ENGLAND



FOUNDING SUPPORTERS



The Granada
Foundation



THE OGLESBY
CHARITABLE TRUST



Transport for
Greater Manchester



University of
Salford
MANCHESTER

MANCHESTER
SCHOOL OF ART

HOME is a trading name of Greater Manchester Arts Centre Ltd, a company limited by guarantee, registered in England and Wales No 1681278. Registered office 2 Tony Wilson Place, Manchester, M15 4FN Charity No: 514719.