



BOX OFFICE & CRM MANAGER

JOB APPLICATION PACK 2026



ABOUT OPERA HOLLAND PARK

With a year-round commitment to excellence in opera, centred on an extraordinary three-month summer festival, Opera Holland Park is a breath of fresh air in the heart of London. Every summer our theatre is built on the terrace of the Grade I listed Holland House to accommodate an audience of over 900 from across the capital and beyond. Surrounded by the beautiful formal gardens and renowned Kyoto Garden of Holland Park, our theatre is a unique venue in which to enjoy critically acclaimed opera, welcoming over 40,000 visitors each summer for soon to be 30 years.

From peacocks walking around the lawns to innovative design and sublime drinks, the ambience at our theatre is stylish, creative and vibrant. As a summer festival based in London, we offer both the natural beauty and sense of escapism associated with country house opera festivals, and the metropolitan atmosphere and ease of access associated with London-based houses.

Outreach and education within the local community and beyond remains a core mission of the company, epitomised by our International Opera Award-winning programme Inspire. As an independent charity, we serve the local community in care homes, hospices, shelters, schools and elsewhere throughout the calendar year, taking live music to those who might otherwise be unable to experience it.

We take the business of identifying and supporting emerging talent very seriously. Our Young Artists Scheme has nurtured more than 100 emerging singers, directors, conductors and répétiteurs since 2012. We're delighted when their careers take flight, and even more delighted when they return to us in senior roles. 3 conductors and 1 director in the 2026 Season were alumni of the scheme. And wherever we see talent, be it on stage, backstage or behind a bar, we encourage career development.

Opera Holland Park is renowned for programming diverse and exciting repertoire from the traditional to the innovative. Many of the singers who perform with us enjoy international careers in other great opera houses of the world. Regularly covered by The Times, Telegraph and Financial Times, and featured on BBC Radio 3 and 4, we have a singular voice in the arts world.

Our reputation for dazzling work, discovery of talent, and inventive communication via film and other media gives us an identity that has made us among the most respected companies in the UK.

OUR MISSION & VALUES

Our mission is to share the cultural, wellbeing and social benefits of opera with our local community in Kensington & Chelsea and beyond.

We do this by:

- Staging affordable and accessible, high-quality opera productions at our open air theatre in the centre of Holland Park
- Working with our family of freelance performers and creatives to bring opera to those for whom traditional theatre productions are inaccessible
- Providing opportunities for emerging talent in the opera industry to develop their skills and gain experience in a supportive environment
- Using our platform as a respected arts organisation to dispel stereotypes and spread the message that opera is for everyone

As a company and a community, we work together to make sure everything we do embodies our values:

- **Creativity** – Whether we're producing our summer opera festival, building our theatre in the heart of Holland Park, or looking for ways to make opera accessible to new audiences, creativity is central to our work.
- **Community** – Opera Holland Park is not just a company but a community, made up of all the people who support us, work with us, see our shows and take part in our events and workshops. Through our outreach and education work, we aim to welcome as many people as possible from the local community into the Opera Holland Park family.
- **Integrity** – We are a company with integrity. Every one of us believes wholeheartedly in the importance of each project we work on. When it comes to our productions, we strive to get to the heart of the stories that make opera such a compelling artform
- **Respect** – As a company and a community, our respect for one another defines how we work together in the rehearsal room, offices, backstage and beyond. It also defines our relationship with the historic site where our theatre is based, and our approach to the environment and sustainability.
- **Passion** - What unites us as a community is our passion for opera, for the cultural, wellbeing and social benefits classical music can offer, and for showing that this profoundly human, 420-year-old artform is for everyone and is still relevant today.

ABOUT THE ROLE

Box Office & CRM Manager

Opera Holland Park is seeking an experienced Box Office and CRM Manager to lead the delivery and development of our ticketing, customer relationship management and audience services. This is an exciting opportunity to shape how audiences engage with Opera Holland Park, ensuring an outstanding customer experience while maximising ticket sales, audience insight and organisational efficiency.

The successful candidate will oversee the day-to-day operation of the Opera Holland Park Box Office alongside the development of our CRM platform, Spektrix. Working collaboratively across Marketing, Development, Finance and Production, they will ensure customer data is used effectively to support ticket sales, audience growth, fundraising and informed business decisions.

As the primary lead for Spektrix, the postholder will be responsible for maintaining and developing the system, improving reporting and customer journeys, and ensuring the organisation makes the most of its CRM capabilities. They will also play a key role in developing ticketing strategies, optimising sales performance and continually enhancing the audience experience.

As a highly visible member of the team, the Box Office and CRM Manager will set the standard for customer service, ensuring every interaction, whether online, by telephone or in person, is welcoming, efficient and accessible.

Key Responsibilities

- CRM Strategy and Audience Development
- Develop and implement CRM strategies that support ticket sales, audience development, fundraising and customer retention.
- Work with colleagues across Marketing and Development to create targeted audience segments and customer journeys that improve acquisition, engagement and loyalty.
- Produce regular and detailed analysis, reports and insights to inform pricing, campaign planning, sales performance and strategic decision-making.
- Develop promotional offers, sales campaigns and tracking mechanisms within Spektrix.
- Identify opportunities to improve conversion rates, automate processes and enhance the customer journey through effective use of CRM technology.
- Ensure customer data is accurate, well managed and supports organisational reporting and audience engagement objectives.

Box Office Operations

- Manage the day-to-day operation of the Box Office across Opera Holland Park's summer season and year-round events.
- Oversee ticket sales across all channels, ensuring an efficient and seamless booking experience.
- Act as the senior point of escalation for customer enquiries, complaints and complex ticketing matters.
- Lead the setup of new productions, performances, pricing structures, seating plans, discounts, membership and promotional offers within Spektrix.
- Maintain excellent standards of data quality and operational accuracy.
- Review and refine Box Office procedures to improve efficiency and customer satisfaction.
- Champion accessible ticketing and ensure customers receive an inclusive and welcoming service.

System Management

- Act as Opera Holland Park's lead Spektrix user, driving best practice and identifying opportunities for continuous improvement.
- Provide training and support for colleagues across the organisation to ensure confident and effective use of Spektrix.
- Develop and maintain clear system documentation, procedures and user guidance.
- Ensure compliance with GDPR, PCI requirements and all relevant data protection legislation.
- Keep up to date with developments in CRM, ticketing technology and audience engagement, sharing learning and recommending improvements where appropriate.
- Promote excellent customer service standards across the organisation, fostering a culture of accessibility, collaboration and continuous improvement.
- Passion - What unites us as a community is our passion for opera, for the cultural, wellbeing and social benefits classical music can offer, and for showing that this profoundly human, 420-year-old artform is for everyone and is still relevant today.

Person Specification

Essential

- At least three years' experience in a CRM, ticketing, Box Office or audience development role.
- Strong working knowledge of Spektrix.
- Experience managing CRM systems and maintaining customer databases.
- Experience producing reports, analysing audience data and presenting insights to support decision-making.
- Excellent understanding of CRM principles and customer lifecycle management.
- Strong organisational skills with exceptional attention to detail.
- Excellent analytical and problem-solving abilities.
- Confident communicator, able to explain technical processes clearly to colleagues with varying levels of system knowledge.
- Proven ability to manage multiple projects and deadlines simultaneously.
- Commitment to delivering outstanding customer service.
- Interest in the performing arts and live events.
- Willingness to work evenings and weekends during the performance season as required.

Desirable

- Experience of implementing or developing Spektrix functionality, integrations or new processes.
 - Experience designing customer journeys and audience segmentation strategies.
 - Knowledge of email marketing, CRM automation and campaign delivery.
 - Experience working within an arts, cultural or entertainment organisation.
 - Understanding of accessibility standards and inclusive ticketing practices.
 - Experience managing or supervising a Box Office team.
-

Job Title: Box Office & CRM Manager

Salary: £35-£38,000 (depending on experience)

Contract type: Full-time

Location: Opera Holland Park office and theatre

Probation Period: 3 months

Notice Period: 3 months (4 months if giving notice between March - May)

Hours: 10am - 6pm (hours will vary during the summer and evening / weekend work is required)

HOW TO APPLY

To apply, please submit:

- A copy of your current CV.
- A covering letter explaining how your skills, knowledge and experience meet the requirements of the role.

Your covering letter should address the responsibilities and criteria set out in the job description and person specification, using relevant examples where possible.

Please send your CV and covering letter to Harry Palmer, Head of Marketing, at harry.palmer@operahollandpark.com.

If you have any questions about the role or would like an informal discussion before applying, please contact Harry at the same email address, and he will be happy to arrange a conversation.

Deadline to Apply

Friday 4 September

Applications received after this date will not be reviewed.

EQUAL OPPORTUNITIES

Equal Opportunities Opera is for everyone. We commit to creating opera for all people, and working with all people to create opera. We believe it is essential to nurture new and diverse talent, onstage and off. The more diverse our workforce, the stronger our community and the better able we are to achieve these aims. We are particularly keen to receive applications from people of a variety of ethnic backgrounds, people with disabilities and people who identify as members of the LGBT+ community, as these groups are currently under-represented at Opera Holland Park.

Access We are committed to making our recruitment process as accessible as possible. As part of this, we will:

- Provide detailed access information for all roles to the best of our knowledge at the time of recruitment
- Provide our Recruitment Pack and Application Form in a variety of formats, including large print Accept applications in written, video, and audio format
- Provide interview questions to all shortlisted candidates in advance
- Commit to offering interviews to all candidates who self-identify as disabled and meet the essential criteria

Contact us If you have any questions about this role or our recruitment process, or if you wish to discuss any adjustments to make our recruitment process or workplace accessible to you, please don't hesitate to get in touch with us at info@operahollandpark.com.

We will be very happy to hear from you.

Thank you for your interest in Opera Holland Park.

