

**Playful Productions**  
**MJ The Musical - Head of Sales and Ticketing**  
**Job Description**

**Job:** Head of Sales & Ticketing

**Contract:** Permanent (Nb. Freelancer applications will be considered subject to demonstrable capacity for the responsibilities outlined)

**Salary:** Negotiable subject to experience and contract type

**Probationary Period:** 12 weeks

**Start date:** To be discussed

**Location:** To be discussed

**Preferred:** At least 4 years of demonstrable experience overseeing sales and ticketing for commercial live entertainment, with a keen understanding and knowledge of box office ticketing systems.

**Personal attributes:** A proactive and self-motivated personality with meticulous attention to accuracy and detail, alongside an ability to communicate effectively with a diverse range of stakeholders.

## **BACKGROUND**

He is one of the greatest entertainers of all time. Now, Michael Jackson's unique and unparalleled artistry is heading to the West End in the Tony Award®-winning new musical.

Centred around the making of his 1992 Dangerous World Tour, *MJ* goes beyond the singular moves and signature sound of the star, offering a rare look at the creative mind and collaborative spirit that catapulted Jackson into legendary status.

With a book by two-time Pulitzer Prize® winning writer Lynn Nottage (*Ruined, Sweat*) *MJ* is directed and choreographed by Royal Ballet Associate Artist Christopher Wheeldon OBE, who won the Tony Award® for Best Choreography of a Musical for *MJ*, and whose previous Award-winning directing credits include *An American in Paris*.

*MJ* will open in the U.K. at the Prince Edward Theatre, London from March 2024 and tickets will go on sale in Spring 2023.

## **THE ROLE**

The Head of Sales & Ticketing will report directly into Producers and lead the sales and ticketing strategy on behalf of the production.

Partnering with the General Managers (Playful Productions), marketing agencies (Dewynters and Situation Interactive) and venue (Delfont Mackintosh Theatres), the individual will oversee the delivery and optimisation of said sales strategy to achieve revenue targets and long-term audience growth.

The successful candidate will therefore be an analytical, commercial, and strategic thinker with an ability to manage day-to-day detail in support of multiple, overarching objectives.

## **RESPONSIBILITIES**

- Develop and lead the sales and ticketing strategy, including relevant pricing plans, performance schedules and booking periods.
- Work closely with Delfont Mackintosh Theatres to manage ticket inventory both proactively and reactively, overseeing holds management and demand-based price changes to maximise net revenue.
- Develop and lead the sales marketing strategy with relevant ticketing partners to broaden revenue streams, capitalise on yield opportunities and ensure a consistently robust presence in the marketplace.
- Produce sales analysis and forecasts, ensuring all relevant parties are briefed on production KPIs to inform campaign decision-making.

- Produce and distribute detailed weekly sales reports with supporting daily updates, monitoring performance against said KPIs as well as industry benchmarks/trends.
- Provide clear, independent advice on relevant ticketing agreements to ensure favourable commercial terms on behalf of the production.
- Help to facilitate audience development and/or accessible ticketing initiatives, liaising with relevant production stakeholders and third parties as required.
- Spearhead any necessary troubleshooting across ticketing operations, liaising closely with Delfont Mackintosh Theatres and ticketing partners to maintain optimal customer service on behalf of the production.
- Proactively represent the production in a positive, collaborative, and inclusive way across the industry.
- Additional duties within the remit of the role may be reasonably requested as necessary.

**To apply:** please send a CV and a short covering letter outlining your suitability for the role to [joinus@playfuluk.com](mailto:joinus@playfuluk.com) with the role you are applying for, your name and where you saw the advert in the subject line by **5pm on Tuesday 28th March 2023**. Please note all applicants must have the right to work in the UK.

**We are committed to a workplace culture that embraces diversity and inclusion across all departments.**