

# LONDON COLISEUM

## Assistant Front of House Operations Manager (Commercial Ops)

Candidate Recruitment Pack



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**ARTS COUNCIL  
ENGLAND**



# LONDON COLISEUM

The London Coliseum first opened its doors on 24 December 1904 as the *London Coliseum Theatre of Varieties*. Today, it stands as the largest theatre in London's West End, with 2,359 seats spread across four seating levels.

The theatre is owned by the charitable organisation English National Opera (ENO). All profits from the Coliseum support ENO's mission to make opera accessible and inclusive. The venue proudly hosts ENO's annual London Opera season, running from September to March. Outside of this season, the Coliseum welcomes a diverse range of visiting productions, including performances by English National Ballet and other leading national and international companies.

Working at the London Coliseum means becoming part of a rich and evolving legacy. Every member of our team plays a vital role in creating unforgettable experiences for thousands of audience members each week.



## Assistant Front of House Operations Manager (Commercial Ops)

### SUMMARY

This role is responsible for supporting the Front of House Operations Manager in overseeing all commercial operations within the department. This includes managing and developing Visiting Company merchandise, in-house merchandise, sales and stock reporting, and discrepancy reporting. Additionally, the Assistant Front of House Operations Manager (Commercial Ops) collaborates with the Front of House Management team to ensure exceptional service standards for Visiting Company promoters.

The role involves effectively managing the Front of House team, helping them achieve targets, and providing training, appraisals, and career development opportunities. It provides effective line management of our casual team members.

A key aspect of the job is maintaining a consistently high standard of customer experience throughout the theatre. Furthermore, the role acts as a Duty Manager for various events, ensuring the safety and welfare of all visitors, staff, and others within the building while upholding the London Coliseum's license conditions.

### Reports to

Front of House Operations Manager

### Salary

£36,060 per annum

### Start Date

ASAP

### Location

London Coliseum

### Hours

35 hours, including evenings and weekends as required.

## Assistant Front of House Operations Manager (Commercial Ops)

### Key Accountabilities

#### Commercial Management:

- Oversee all sales operations, including ice-cream, programmes and merchandise sales to drive commercial revenue.
- Maintain and analyse sales figures, interpret trends, and forecast future sales volumes to maximise profits.
- Ensure secure stock control processes and accurate reconciliation procedures are in place.
- Ensure that orders, deliveries, purchase orders and invoices, as well as stock loss and damages are reported and completed in good time to always allow a smooth sales operation.
- Work with the Front of House Operations Manager and Commercial Director to coordinate and manage merchandise for visiting companies, providing timely and efficient sales reports.
- Ensure smooth and accurate processing of internal sales, in particular sales to our contract partners and stock management of complimentary products.
- Develop plans for increasing department turnover through people management, visual merchandising, and commercial decision-making.
- Assist the Front of House Operations Manager in managing all retail operations, including product design and supplier relationships, and support them in working with the Commercial Director and Marketing team to uphold and promote brand identity throughout product development
- Oversee online sales operations, including website design and development, product listing and sale to consumer procedures.
- Manage and maintain all sales equipment, including POS systems.

## Assistant Front of House Operations Manager (Commercial Ops)

### Key Accountabilities

#### Duty Management:

- Conduct team briefings, presenting all key information for high customer service and smooth operation.
- Present the highest standard of professional appearance and dress ensuring the same standard across the FOH team.
- Maintain a proactive and visible presence throughout the building, raising customer service and safety standards accordingly.
- Ensure the theatre is a welcoming environment for all visitors and deal with any customer complaints or issues as the highest point of escalation, providing efficient resolutions to all visitor and staff feedback.
- Ensure strong presentation and standards of all public areas.
- Take responsibility for the health and safety of all visitors and staff at all times including in the case of emergencies, as well as reporting accidents, hazards, and organising fire drills in accordance with ENO's evacuation procedures.
- Ensure VIPs receive appropriate service and enhanced customer experience.
- When acting as Duty Manager uphold the licensing requirements and objectives for the London Coliseum.

#### Front of House and Team Management:

- Lead and manage the front of house team, ensuring an exceptional customer experience.
- Recruit, coach, motivate, set targets, and manage the performance of the FOH team.
- Support in the creation and delivery of training for new and current staff members.
- Be responsible for the FOH team's career development and induction.
- Support the Front of House Operations Manager in reviewing and improving procedures, implementing SOPs and ensuring a high level of service delivery across the department.
- Any other duty as reasonably required to ensure the successful running of the Front of House department.

## Assistant Front of House Operations Manager (Commercial Ops)

### Person Specification

#### Required:

- Proven customer service skills with the ability to work proactively with a wide range of people.
- Experience in managing customer-facing teams, preferably in a theatre Front of House or Retail environment.
- Strong organisational and time management skills with a high level of accuracy and attention to detail.
- Ability to work under own initiative, creating and enacting plans to improve sales, service, or operational efficiency, adapting as necessary at short notice in high pressure environments.
- Proficiency in Microsoft Office (Word, Excel, Outlook).
- Strong written and verbal communication skills.
- Experience in stock management, visual merchandising, and using POS systems (Shopify is desirable).
- Strong numeracy skills with commercial awareness.
- Good timekeeping with the ability to work flexible shifts, weekends and evenings on a consistent reliable basis.

#### Desirable:

- Experience in performance management and HR procedures.
- Experience in product development, buying and range planning.
- First Aid trained and Mental Health First Aid trained.
- Knowledge of and enthusiasm the arts in general.
- Personal License holder

## Assistant Front of House Operations Manager (Commercial Ops)

At LCL, our people play a vital role in helping us create extraordinary encounters with opera and beyond, so it's just as important that we reward people beyond their salary to recognise their contributions.

### Your Wellbeing

- Annual Leave: 25 days plus Public Holidays
- Hybrid and flexible working
- Eye care vouchers
- Enhanced Company Sick Pay
- Enhanced Family Friendly Leave (including Maternity Leave and Paternity Leave)
- Cycle-to-Work Scheme
- Employee Assistance Programme (EAP) through Spectrum.Life:
  - Confidential support available 24/7, 365 days a year for employees, their partners, and dependents (16+)
  - Wellbeing resources including videos, podcasts, and fitness plans on topics such as sleep health, fitness, nutrition, stress management, and more



### Your Professional Development

- Annual Professional Development Review to support your personal and career ambitions and achievements
- Opportunities for Sabbatical leave to invest in your learning, wellbeing and career goals



### Seeing Our Performances

- Complimentary tickets for ENO and selected London Coliseum performances
- Staff rate for ENO performances
- Complimentary tickets to talks, recitals and behind-the-scenes events



### Managing Money

- Salary Sacrifice pension scheme with Natwest Cushon
- Subsidised Staff canteen at the London Coliseum
- Interest-free travel season ticket loans
- Annual pay review
- Discounts across various categories including: Travel, Wellness and Fitness, Electronics, Accessories, Food & Drink and many more through Spectrum.Life



“The variety of what we do is amazing, from drinks receptions and garden parties, to opportunities to see performances from Stage, Prompt or the Flys - every day is different and exciting!”

## Assistant Front of House Operations Manager (Commercial Ops)

### To Apply

Please send the following to [workwithus@londoncoliseum.org](mailto:workwithus@londoncoliseum.org):

- CV (Please do **not** include a headshot in your CV)
- Covering letter (500 words maximum) **or** video (2 minutes maximum) detailing your interest and suitability for the role, referencing previous projects and experience which demonstrate this.

Please also submit our anonymous [Equality and Diversity Monitoring Form](#).

Please note that all applicants must have the right to work in the UK.

We're proud to be a Disability Confident Employer. If you'd like to apply through the Disability Confident Guaranteed Interview Scheme, please mention this in your cover letter and let us know of any reasonable adjustments you may need during the interview process.

#### Application Deadline

10am, Monday 2 March 2026

#### Interviews

w/c Monday 9 March 2026



## Backstage Secrets to Success

### Read the job description carefully

The job description is your score and every note counts. This will help you understand whether the role is a good fit and what is required, so you can tailor your application effectively.

### Read the application requirements carefully

Before your first act make sure you know your cues and stage directions. Check for any word limits, additional tasks, or submission deadlines.

### Tailor your cover letter

Your cover letter is your aria- your chance to shine. Use this to tell us things that we can't see on your CV for example: why you want to work with us, how our values align with yours, and any transferable skills that make you a great fit for the role.

### Check your application

Before submitting, review spelling and grammar, ensure attachments are included and correctly named, and double-check that your contact details are accurate and up to date. This is not a rehearsal. We repeat, this is not a rehearsal!

### Prepare for your interview

Research the organisation, be ready to discuss experience mentioned on your CV, and think about questions you'd like to ask us. See the interview as a duet where each voice is equally as important.

### Use AI tools mindfully

AI is a brilliant tool that's transforming how we work however, please ensure your application is honest and a true reflection of your experience. You can use AI to check grammar and spelling, improve structure and formatting, research the organisation or rehearse mock interviews but remember when the curtain rises, we want to see the real you in the spotlight.

### Online interviews

If your interview is online, have a technical rehearsal. Check that the link works beforehand and make sure you have a quiet space, a good internet connection with minimal distractions.

### In-person interviews

Confirm who you'll be meeting on the day, check your route in advance, and leave plenty of time in case of travel disruptions. This is your 5-minute call, you have 5 minutes.

### Accessibility

We are an inclusive employer and want to ensure that our process is as accessible as possible. If you have any access requirements, please let us know as soon as possible by emailing us on [workwithus@londoncoliseum.org](mailto:workwithus@londoncoliseum.org) so that we can ensure that the stage is ready for your performance.



### **Confidentiality**

Confidentiality is so important in this role and our policy is strict. All information concerning staff, patrons and other LCL business, the disclosure of which could be detrimental to the company, must be held in the strictest confidence and may not be divulged to any unauthorised person at any time.

### **Data Protection**

Data Protection and adherence to GDPR is equally important. We therefore require that computer information should only be accessed if this has been authorised and is necessary as part of the postholder's work. You will need to be aware of the GDPR 8 key principals, and the Computer Misuse Act 1990.

### **Health and Safety**

Health and Safety is so important at LCL and we would expect that the postholder will be happy to undertake personal responsibility for safety as will be outlined in the LCL safety policy and the Health and Safety at Work Act 1974.

### **Equal Opportunities**

Equal Opportunities is a given. We will expect the postholder to abide by LCL's policies on Equal Opportunities and Dignity at Work.

### **Code of Conduct**

Code of Conduct is sometimes assumed, but at LCL we will require the postholder to act in accordance with LCL's Code of Conduct whereby everyone shall be treated in a professional and courteous manner with full regard to the avoidance of discrimination, consistent with current equal opportunities employment legislation.



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London Coliseum Limited is a wholly owned subsidiary of English National Opera (ENO), and its profits are used to support the work of the ENO.