

A full-page photograph of a stage performance. In the center, a woman with curly hair, wearing a dark, long-sleeved dress, stands at a microphone stand, singing with her mouth open and hands raised. Behind her, an orchestra is seated on a raised platform, and a conductor stands with his back to the camera. To the left and right of the singer, two other performers are seated on the stage floor. The stage is lit with blue and purple lights, and red curtains are visible on the far left and right. The background features a complex metal truss structure.

**opera  
north**

# **Opera North Job Pack Visitor Experience Manager**



# Opera North's purpose is to create extraordinary experiences every day, using music and opera to entertain, engage, challenge and inspire.

## Our people

Working at Opera North you will be part of a company and group of people committed to fulfilling this purpose. Whatever role you take we will provide you with an induction plan that introduces you to your job and the team you'll be working in, as well as giving you the opportunity to meet colleagues across the company. Our success in delivering against our purpose will be built on the commitment, skills, diversity and well-being of the people who work at Opera North, and we will invest in training to develop our people both professionally and personally, because we believe this strengthens not only our company, but also the wider creative sector.





**Our communities and  
audiences are part of us  
and we are part of them.**





# Our award-winning work tours to theatre stages and concert halls throughout the North and beyond.



## Who we are

Based in Leeds, rooted in the North of England and international in outlook, our award-winning work tours to theatre stages and concert halls throughout the North and beyond, including to London and major international festivals. Alongside touring opera, in Leeds we curate an eclectic artistic programme of gigs, concerts, spoken word and film in the Howard Assembly Room. We aim to make work that is bold, innovative and ambitious, always looking for new ways to share and create with audiences.

## Music for everyone

Opera North believes opera and music is for everyone, and champions diversity in artists, repertoire and audiences. Through our Learning & Engagement team, the Company connects with communities and inspires each generation, aiming to enhance the health and well being of people in the cities, towns and villages where we work through arts participation and performance.

## A new home

In 2021 we moved into our new home, the Howard Opera Centre. It is a world class rehearsal facility for our orchestra, chorus and all the artists we work with, sharing the same building as our new education studio where everyone is welcome to learn about and make music. We have also created a modern flexible working environment for our staff and given our venue, the Howard Assembly Room, a new lease of life with a dedicated entrance and public spaces, together with restaurant and bar in the heart of Leeds.

## Leeds as a capital of culture

Leeds is the only city in England outside of London to have a resident full time opera company, ballet and repertoire theatre as part of a diverse, collaborative and thriving cultural scene. That rich offer has been complemented by a growing tech sector. Surrounded by the stunning Yorkshire countryside including the Dales, Moors and North Sea coastline, Leeds is a fantastic place to live and work.

## Purpose of the role

The Visitor Experience Manager leads a hands-on, high-performing team to deliver a seamless, welcoming and commercially successful visitor and artist experience across The HAR and its bars.

They combine operational leadership with clear financial accountability — driving bar and hire income, building and maintaining strong GP margins, improving staffing efficiency and ensuring every event runs to a consistently high standard.

Working closely with The HAR General Manager, the Audiences and Box Office teams, Commercial Sales, Technical, Facilities and external partners, the postholder ensures The HAR operates safely, efficiently and profitably throughout the day and evening.

This role plays a central part in positioning The HAR as one of Leeds' leading music and arts venues.

## Reports to

Howard Assembly Room General Manager

## Key accountabilities

### 1. Strategic leadership of visitor experience

- Lead on all aspects of the visitor, artist and client experience across The HAR, ensuring excellence, accessibility and a welcoming atmosphere.
- Translate Opera North's values into daily operations, balancing artistic needs with commercial priorities.
- Develop feedback systems to improve visitor satisfaction, dwell time and secondary spend.
- Contribute to long-term planning for The HAR's growth, daytime activation and audience offer.
- Work with the Audiences team to support the development and delivery of The HAR membership offer, ensuring FOH teams can explain and promote benefits.





## 2. Operational and financial management

- Oversee the smooth running of performances, events, hires and hospitality activity.
- Act as senior Duty Manager on selected events, ensuring compliance with health and safety and safeguarding policies.
- Manage all bar operations, stock control, GP margin monitoring, cash handling and accurate EPOS reporting.
- Step in during busy periods or shortages to ensure smooth bar service, modelling high standards.
- Produce monthly performance reports with Finance, identifying income opportunities and cost risks.
- Collaborate with the contracted food partner on service standards, day-to-day delivery and agreed promotions.
- Support the General Manager in setting bar and hire income targets, forecasting and monitoring performance.
- Coordinate with the Box Office team to ensure ticketing information is available and FOH are able to answer basic ticketing queries when the Box Office is closed.

## 3. Artist liaison and hospitality

- Lead the front-of-house welcome for visiting artists, ensuring a warm, professional and organised arrival.
- Ensure the green room is prepared and maintained to a high standard, including rider hospitality items.
- Oversee all non-technical artist paperwork — PRS, sign-in sheets, rider checklists, merchandise settlement and audience-facing information.
- Support artists moving through public areas, ensuring audience flow and artist comfort.
- Oversee merchandise activity: set-up, sales processing, float handling and reconciliation.
- Provide artists with relevant public-facing information including start times, interval timings, audience flow and house rules.
- Support artists during intervals and post-show activity such as meet-and-greets or merchandise signings.
- Monitor artist feedback and identify areas for improvement in FOH hospitality.





#### 4. Team leadership and development

- Line-manage the Visitor Experience Coordinator and oversee the casual staff and volunteer teams.
- Recruit, induct and develop volunteers and casual staff, ensuring consistent training and strong expectations.
- Motivate and support volunteers, strengthening their connection to the venue and creating progression opportunities.
- Foster a positive, inclusive and high-performance culture across all visitor-facing teams.
- Plan and brief staff for all events, ensuring the right coverage across FOH and bar operations.

#### 5. Collaboration and stakeholder management

- Work closely with Facilities to ensure public areas are clean, safe and ready for use.
- Liaise with the Technical Manager to coordinate event logistics and turnarounds.
- Collaborate with the Audiences team to align FOH experience with brand and audience development goals.
- Support social media and digital storytelling for The HAR when required (e.g. photography or behind-the-scenes content).
- Maintain strong relationships with external partners, caterers and promoters.
- Work closely with the Commercial Sales Manager to deliver excellent client experience for private hires.

#### 6. Compliance and safety

- Support the General Manager (premises licence holder) to ensure all bar activity meets licensing requirements.
- Ensure FOH and bar operations meet health and safety, risk management and safeguarding standards.
- Lead risk assessments and emergency procedure reviews, keeping documentation up to date.
- Act as Fire Marshal and First Aider (training provided if required).

#### 7. Continuous improvement

- Identify opportunities to improve systems, technology and customer communication.
- Contribute to Opera North's EDI and sustainability goals through visitor-facing operations.



# Person specification

## Essential

- Substantial experience managing visitor experience or FOH operations in live performance, events or hospitality.
- Strong commercial skills, including experience managing budgets, GP margins and reporting performance.
- Experience leading, motivating and developing staff and volunteers.
- Strong understanding of health and safety and safeguarding.
- Excellent communication, organisation and problem-solving skills.
- Experience with EPOS and venue or event management systems.
- Confident decision-maker able to balance artistic, commercial and visitor priorities.
- Commitment to Opera North's mission and values.

## Desirable

- First Aid and Fire Marshal qualifications (or willingness to train)





The Flying Dutchman 2025: James Glossop

## Terms and conditions

**Contract type:** Full-time, permanent

**Salary:** £32,000 per annum

**Hours of work:** 40 hours per week, with evening and weekend work

**Holiday entitlement:** 33 days inclusive of 8 statutory holidays, per annum

**Pension:** Opera North will automatically enrol you into the company pension scheme upon appointment and after 3 months' service will contribute equivalent to 5.5% of your basic pay, should you meet the current legislative criteria. You will be required to make a personal contribution of 2.5% of your basic pay. We reserve the right to make future changes to our pension arrangements.

### Equity, diversity and inclusion

We promote equity, diversity and inclusion in our workplace and make recruitment decisions by matching our needs with the skills and experience of the candidate. As we work to address underrepresentation in our workforce, we are particularly keen to hear from applicants from the global majority or those with other protected characteristics.

The successful candidate must have the right to work in the UK or be ready to obtain it.

### General responsibilities of everyone who works for us:

- Represent the company values and purpose to create extraordinary experiences everyday
- Work collaboratively and co-operatively with all team members and take an active part in team meetings and discussions
- Be an ambassador for Opera North and follow our policies and procedures
- Play your part in ensuring that everyone who comes through our door is welcomed and treated with respect

### How to apply

To apply for this role, please send a CV and covering letter via the Hireful website.

If you need any help completing your application including any adjustments to the application process, and if you are applying under the Disability Confident Committed scheme please contact [appointments@operanorth.co.uk](mailto:appointments@operanorth.co.uk) to make us aware.

**Good luck with your application and we look forward to hearing from you.**



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