



JOB DESCRIPTION

JOB TITLE	Head of Ticketing and Membership
LOCATION	Wrexham AFC, Racecourse Ground, Mold Road, Wrexham, LL11 2AH
REPORTING TO	Chief Executive Officer
DIRECT REPORTS	Ticketing Assistants
JOB TYPE	Full-time, 37.5 hours
SALARY	Competitive, based on experience
CLOSING DATE	Monday September 27, 2021

JOB PURPOSE

The Head of Ticketing and Membership will be responsible for developing and managing the ticketing operations for all seasonal and match-day home and away ticket sales; as well as managing all aspects of club memberships, including subscriptions, renewals and income.

MAIN RESPONSIBILITIES

- Ensure that the seat inventory is configured and set-up correctly, validated and working to full capacity to enable the sale of all ticketing, membership and hospitality products.
- Work with other department heads to ensure the Club's needs are met and constantly reviewed to improve the online supporter journey, the back-office processes and identifying new opportunities for development.
- Support the Marketing department with the promotion of tickets, hospitality and memberships through third party sale channels, managing respective relationships and sales processes via the CRM system.
- Liaise with the ticketing provider to arrange production of tickets and passes.
- Manage the allocation and processing of tickets, ensuring their timely delivery.
- Develop a comprehensive knowledge of all appropriate Club products and services.
- Support the Marketing department in promoting new memberships, creating and delivering a plan for recruiting new members.
- Maintain an up-to-date membership database, ensuring membership fees are paid and records kept.
- To support with other duties within the organisation as requested to support the development of the business.

HEALTH & SAFETY RESPONSIBILITIES

- Take responsibility and care for the health and safety of yourself and other employees and members of the public who may be affected by your acts or omissions at work.
- To comply with all aspects of the Club's Health & Safety Policy and arrangements, to enable the company to perform its civil and statutory obligations in relation to Health & Safety.

EXPERIENCE/QUALIFICATIONS REQUIRED

- Minimum three years' experience in a ticket sales organisation.
- Experience using ticketing software.
- Experience working in a customer service focused team in a sporting environment would be beneficial.
- Experience in using CRM systems.
- In-depth knowledge and understanding of ticket sales processes, procedures and systems.
- 5 x GCSE grade 'C' and above.

SKILLS/ABILITIES REQUIRED

- Effective communication and presentation skills, with experience of communicating to management.
- Excellent numeracy skills.
- Fully computer literate, including the use of all Microsoft Office packages.
- In-depth knowledge and understanding of ticket sales processes, procedures and systems.

PERSON SPECIFICATION

- Flexible with working hours to assist with out-of-hour events/ functions/ conferences etc.
- The ability to adapt and respond quickly to changes in sales strategies alongside current marketing campaigns.
- An outgoing and confident personality, with good interpersonal and social skills.
- The ability to work using your own initiative and as a member of a team.
- The ability to work effectively under pressure and be resilient.



CLUB VALUES

Equality, Diversity & Inclusion

Wrexham AFC are committed to equality, inclusion and diversity of opportunity to ensure we provide fair and non-prejudicial access to the services across the Club. It is the policy of the club that no person, whether player, job applicant, employee, volunteer or customer, shall be discriminated against. The club opposes all forms of unlawful and unfair discrimination, either direct or indirect, or harassment, on the grounds of the following 'protected characteristics': Age, Disability, Gender Reassignment, Marriage & civil Partnership, Pregnancy & Maternity, Race, Religion or Belief, Sex and Sexual Orientation.

Safeguarding

Wrexham AFC are committed to ensure vulnerable adults and children are protected and kept safe from harm whilst engaged in services organised and provided by the club and are committed to fulfil its responsibilities by ensuring it displays best practice in safeguarding matters, DBS references will be required where relevant.

Code of Conduct

Wrexham AFC expects the highest standards of integrity and conduct of its employees and volunteers. All staff are expected to follow the club's Code of Conduct and act in the interests of the club at all times.

How to apply:

To apply, download and complete an application form, or email vacancies@wrexhamfc.tv. Completed forms should be emailed to vacancies@wrexhamfc.tv or you can send your application by post to Wrexham AFC, Racecourse Ground, Mold Road, Wrexham, LL11 2AH.

This role profile is not exhaustive, it will be subject to periodic review and may be amended to meet the changing needs of the business.