



NORTHAMPTON SAINTS RFC

## TICKETING MANAGER

### JOB DESCRIPTION

**Reporting to**  
Senior Marketing Manager

**Direct reports**  
Ticketing Supervisor, Ticketing Executive

**Location**  
Franklin's Gardens

**Remuneration**  
Competitive salary plus bonus

#### NATURE & SCOPE:

To maximize the revenue generated by the ticketing department and to ensure a best in class customer journey.

#### BACKGROUND:

Northampton Saints is one of Europe's leading professional rugby clubs. It has a proud tradition as a club going back over 100 years and in the modern era of professionalism has consistently performed at the highest level, winning both the European and English Championships. The Club has also been highly successful in its off-field activities, both developing its infrastructure into one of the best dedicated rugby grounds in the country as well as being the only English Premiership Rugby Club to have been profitable for 16 years from 2000 to 2016. For more information visit: [www.northamptonsts.co.uk](http://www.northamptonsts.co.uk)

#### REMIT

To create and execute a strategy to maximize the revenue generated by ticket sales, to ensure best-in-class customer service and to effectively manage all aspects of ticketing operations, including leading the ticketing team.

#### PRINCIPAL RESPONSIBILITIES:

##### Strategy

- Develop and execute a strategy that ensures the Northampton Saints ticketing team is best-in-class with regards to processes, customer journey, and innovation.
- Oversee delivery against ticketing revenue targets and key KPIs as part of Northampton Saints' long term strategic plan
- Lead on the development of ticket prices, categories and bundling, across both season tickets and match tickets
- Work with the Marketing & Communications management team to develop a ticketing marketing and sales plan and ensure agreed promotions and actions are delivered,
- Develop and execute a group ticket sales strategy to the Ticketing team's wider commercial objectives

SPORTSMANSHIP - PRIDE - INNOVATIVE - RESPECT - INTEGRITY - TEAM WORK

- Work with other functions as required to implement relevant membership and loyalty programmes for ticket holders.
- Actively look for ways to bring innovation and best practice from other rights holders and ticketing platforms to the Northampton Saints team.

### Operations

- Manage the day-to-day relationship with ticketing platform provider StubHub
- Become an expert user of the ticketing platform, and effectively train team members to do the same, ensuring that all ticketing events are set up seamlessly and the customer journey is as effective as possible.
- Develop effective reporting tools - e.g., daily ticket sales reports; sales curves; season ticket sales trackers and so on – and communicate these around the business as appropriate.
- Oversee the allocation of ‘complimentary’ tickets to a number of internal and external stakeholders, for example players, staff, sponsors, league and so on.
- Communicate with competitor rugby clubs regarding ticket allocations for both home and away matches
- Manage customer service for all aspects of ticketing, including dealing with escalated customer issues directly.
- Where relevant, implement processes to monetise the Northampton Saints’ allocation of tickets to external events, for example International Matches
- Provide ticketing operations for non-Rugby events held at Franklin’s Gardens, for example summer concerts.

### Staff Management

- Recruitment, induction and training of all permanent ticketing staff.
- Find and train match day staff as required, in order to run an efficient, customer focused ticket office.
- Lead regular staff meetings to communicate aims, provide training and instill best practice.
- Attend management and leadership meetings.

### PERSON SPECIFICATIONS

#### *Experience:*

- Experience of leading successful ticketing department
- Experience in working to and achieving targets
- Experience of working with ticketing systems, and other third parties
- Evidence of sound decision making capability
- Experience of running reports and analyzing trends
- Personal Attributes:
- Strong team player, but highly proactive and able to work autonomously
- Analytical and numeric: able to understand trends and react accordingly
- Clear strategic thinking and planning, but hands on in approach.
- Flexible, adaptable, able to think creatively as plans evolve and events unfold
- Personal circumstances must allow the candidate to work extended hours on occasion during times of peak activity including evenings and weekends, including match days

#### *Personal Attributes:*

- Strong team player, but highly proactive and able to work autonomously
- Analytical and numeric: able to understand trends and react accordingly
- Clear strategic thinking and planning, but hands on in approach.
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### APPLICATION PROCESS & TIMINGS:

**SPORTSMANSHIP - PRIDE - INNOVATIVE - RESPECT - INTEGRITY - TEAM WORK**

Northampton Saints is an equal opportunities employer and would welcome applications from a fully diverse range of candidates, regardless of age, gender, ethnicity, sexual orientation, faith or disability.

Please email a CV, covering letter (including details of current remuneration, if relevant), and the names and contact details of two referees to [Nickythompson@northamptonsaints.co.uk](mailto:Nickythompson@northamptonsaints.co.uk). Referees will not be contacted until final interview stage.

Applications must be received by Friday 22 November 2019. Interviews will take place at Franklin's Gardens shortly thereafter.