

Ticket Office Manager Role Description

JOB TITLE: Ticket Office Manager

LOCATION: Oldham Athletic

REPORTS TO: Head of Commercial

RESPONSIBLE FOR: Ticket office and CRM system

INTERNAL LIAISON: Commercial team, Chief Exec, Club Secretary, Office Administration, Accounts

EXTERNAL LIAISON: Supporters, Clubs, Ticketing provider

PURPOSE OF THE JOB:

Responsible for developing and managing the ticketing operations for all seasonal and match day home and away ticket sales and the maintenance of the CRM system.

Key responsibilities include managing the ticketing procedures and systems, sales reporting, financial reconciliation and ensuring customer service is of the highest level.

Growing and maintaining the CRM to help ensure OAFC can make the most out of marketing opportunities it offers. Overseeing direct communications with customers. Ensure the database is segmented effectively for targeted marketing activities.

PEOPLE	Measurement
At all times be an ambassador for the club, building strong relationships with supporters.	Supporter feedback
Be a positive member of the team, sharing ideas and participating in team spirit, and be loyal to and supportive of colleagues including any temporary members of staff	Feedback and motivation of colleagues
Develop strong working relationships with key members of the ticketing system, IT and database providers.	Supplier feedback.
Highlight development needs at the earliest opportunity in order to ensure appropriate skill sets at all times.	Capability to perform role.
Undertake training and development identified as required in reviews and appraisals.	Review results
Attend internal meetings as required and prepare all necessary information and follow up	Meeting attendance & quality of information

SERVICE	Measurement
Liaise with ticketing provider for event build and implementation of system.	Online usability.
Manage the allocation and processing of tickets.	Supporter satisfaction.
Arrange production of tickets and passes.	Guests and colleague feedback.
To ensure self and team provide outstanding customer service	Venue feedback
Ensure coordination of team to process enquiries & proposals, providing best value options to customers while maximising sales opportunities, to all web based, email and phone enquiries accurately.	Feedback and supporter retention.
Provide accurate and prompt reports as requested.	Timely reporting
Maintain excellent product knowledge at all times	Customer feedback
Record accurately all customer profile and booking information making full use of the appropriate systems	Clean database, verification reports and up to date records
Participate in sales promotions	Inclusion
Report all maintenance issues and hazards as in the health and safety manual	Health and safety
Demonstrate best working practices in all duties and comply with company manuals	Health and safety
Maintain and build clean CRM system.	Size of database and number of undelivered.
Co-ordinate direct mails to database.	Open rates.