



<b>JOB DESCRIPTION</b>			
<b>Job title:</b>	Head of Ticketing	<b>Contractual status:</b>	Permanent
<b>Hours of work:</b>	Full time: 35 hours per week, Monday to Friday. However, you will be required to work all matchdays which will include evenings and weekends	<b>Salary:</b>	Competitive, depending on experience
<b>Location:</b>	Turf Moor, Harry Potts Way, Burnley, BB10 4BX	<b>Reporting to:</b>	Chief of Staff

**Job Summary:**

The Head of Ticketing will oversee the sales and servicing of tickets for all Burnley FC teams and fixtures. The role is business orientated, forward looking and aims to grow customer attendance.

**Roles and Responsibilities:**

- Sales**
- Responsible for driving development and execution of new and existing ticketing products and initiatives.
  - Collaborate with other internal departments, notably Media and Marketing, on sales and marketing plans.
  - Manage the allocation process and sales of tickets for all matches played away and at neutral sites.
  - Identify business development initiatives that will attract and retain attendances to Turf Moor.
  - Work with the leadership team to develop and exceed well-defined sales targets.
- Service**
- Accountable for delivery of superior customer service to all ticket buyers.
  - Oversee operations of ticket office facility focused on delivery and handling of tickets.
  - Manage payment process to maximise attendance and revenue.
  - Collaborate with marketing team to define a clear customer journey for ticketing buyers.
  - Work with Disability Liaison Officer and Supporter Liaison Officer to deliver first-class fan experience.
- Operations and Systems**
- Ensure safe working practices, appropriate reporting of concerns and contribute to a safe environment.
  - Develop all ticketing operations and systems to meet sales and fulfillment requirements.
  - Manage financial reconciliation process.
  - Maintain and develop the CRM system in cooperation with other internal functions, notably marketing.
  - Implement the Club's Safeguarding policy, procedures, and best practice guidelines.
- Reporting**
- Produce reports for both sales, attendance, and financials.
  - Produce ticketing reports to show ticketing status before and after individual fixtures.
  - Build accurate reports for presentations to team and leadership on weekly / monthly / annual metrics.
  - Set, track, deliver and add commentary against agreed Key Performance Indicators (KPIs).
- Burnley FC Ticketing Team Leadership**
- Oversee the operations of a dedicated and growing ticketing staff.
  - Accountable hiring, training, and evaluation of all ticket sales staff.
  - Be an ambassador for the club, building strong relationships with supporters.
  - Develop strong relationships with other department heads and stakeholders.
  - Promote the Burnley FC brand and ethos in a professional, strong, and positive manner.



### Burnley FC Leadership

- Contribute to broader club development as member of the Senior Management Team
- Work flexible hours where the role of the job requires, though Burnley FC also commits to providing days in lieu to cover commitments outside of regular working hours.
- Support in other areas of the organisation as and when required to promote best practice.
- Maintain a commitment to equality and diversity in the workplace.
- Always demonstrate the Club's values.

This job description is issued as a guideline to assist you in your duties and is not exhaustive. You may, on occasions, be required to undertake additional or other duties within the context of this job description.

PERSON SPECIFICATION		
CRITERIA	ESSENTIAL	DESIRABLE
EXPERIENCE & SKILLS	<ul style="list-style-type: none"> <li>• Ticketing or sales leadership.</li> <li>• Driving and maximising revenue.</li> <li>• Customer service delivery.</li> <li>• IT skills and ticketing / CRM systems.</li> <li>• Producing and analysing reports.</li> <li>• Accessibility barriers and issues.</li> <li>• Conflict resolution.</li> <li>• Excellent written and verbal communication skills.</li> <li>• Problem solving/analysis skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Working with supporters and/or supporters with a disability.</li> <li>• Experience of working within a professional sport environment.</li> <li>• Telephone handling systems.</li> </ul>
PERSONAL QUALITIES	<ul style="list-style-type: none"> <li>• Highly motivated and driven.</li> <li>• Resilient and calming personality.</li> <li>• Organised approach to work.</li> <li>• Ability to work within a team and foster good working relationships.</li> <li>• Enthusiasm and energy.</li> <li>• Flexible approach.</li> <li>• 'Can-do' and courteous attitude.</li> <li>• Commitment to the aims, vision, and values of Burnley FC.</li> <li>• Lack of prejudice.</li> </ul>	<ul style="list-style-type: none"> <li>• Positive attitude towards professional development and their own learning.</li> </ul>