



Barnsley Football Club

Job Description

Job title:	Head of Ticketing & Fan Engagement
Reports to:	Chief Revenue Officer
Department:	Ticketing
Location:	Oakwell Stadium, Barnsley
Date:	20 th May 2023
1. Job Purpose:	<p>As the Head of Ticketing & Fan Engagement, you will be responsible for driving ticket sales and developing strategies to maximize revenue, while ensuring the highest level of customer satisfaction and retention for all Barnsley Football Club (BFC), Teams and Fixtures. You will lead a team of ticketing and customer service professionals, and work closely with other departments to develop and execute effective sales and marketing initiatives while developing and managing the ticketing operations for all seasonal and match day home and away ticket sales and the maintenance of the CRM system. The ideal candidate is a strategic thinker with a proven track record in ticketing and customer retention, strong leadership skills, and a passion for delivering exceptional customer experiences.</p> <p>If you have a results-driven mindset and a desire to make a positive impact on our organization, we want to hear from you.</p>
2. Specific Tasks and Responsibilities	<ul style="list-style-type: none"> • Responsible for driving ticketing initiatives to drive greater attendance and revenue for all fixtures and growing the CRM to help ensure BFC can make the most out of marketing opportunities it offers. • Managing the ticketing procedures and systems, database is up to date, sales reporting, financial reconciliation and ensuring customer service is of the highest level. • Ensure the database is segmented effectively for targeted marketing activities. • Develop all ticketing operations and systems via best practice policies and procedures • Produce accurate, timely and insightful reports to internal stakeholders • Oversee the operations of a dedicated ticketing team • Collaborate with other internal departments, notably the media and marketing department, on sales and marketing plans • Contribute to broader club development as a member of the club's senior management team • Promote the club brand and ethos in a professional, strong and positive manner. At all times be an ambassador for the club, building strong relationships with supporters. • Co-ordinate direct mails to database. • 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. • Liaise with away clubs regarding ticket allocation and sales • Arrange coaches for travel to away matches and arrange staff rota's • Attend pre match meetings and debrief meetings Home and away ticket reconciliations and issue tickets to EFL sponsors for home matches • Hold a commitment to equality and diversity in the workplace. • Provide accurate and prompt reports as requested. • Timely reporting Maintain excellent product knowledge at all times • Develop strong working relationships with key members of the ticketing system, IT and database providers. • Growing and maintaining the CRM to help ensure BFC can make the most out of marketing opportunities it offers.



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	<p>Overseeing direct communications with customers. Ensure the database is segmented effectively for targeted marketing activities.</p> <p>Liaise with ticketing provider for event build and implementation of system.</p> <ul style="list-style-type: none">•
3. Admin / Team Support:	<ul style="list-style-type: none">• Ensure Data Protection Policies are upheld and adhered to at all times
4. Personal Specification:	The ideal candidate will have skills and experience in the following areas: - Essential (E) Desirable (D)
4.1 Qualifications / Experience:	
4.2 Skills / Knowledge:	<ul style="list-style-type: none">• 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 (E)• Ability to work to strict deadlines (E)• Ability to work under pressure (E)• Knowledge and use of MS office products (E)• Availability to work all home match days and evenings. (D)• Knowledge of managing the ticketing procedures and systems, sales reporting, financial reconciliation and ensuring customer service is of the highest level. (E)

The document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation

Safeguarding

Barnsley Football Club ensure that the best possible staff are recruited based on their merits, abilities and suitability for the position. We ensure that the Club meets its commitment to safeguarding by promoting the welfare of children and young people by carrying out all necessary pre-employment checks.

The Disclosure and Barring Service (DBS) helps employers make safer recruitment decisions and prevent unsuitable people from working with vulnerable groups. The DBS decides whether it is suitable for a person to be placed on or removed from a barred list.

Equal Opportunities

Barnsley Football Club ensure that all job applicants are considered equally and consistently. We ensure that no job applicant is treated unfairly on any grounds including race, color, nationality, ethnic or national origin, religion or religious belief, sex, or sexual orientation, marital or civil partner status, disability or age.

Right To Work In UK

Barnsley Football Club ensure that applicants are entitled to work in the UK without approvals and have the appropriate documentation to validate this

How to Apply

To apply, please email your CV with a covering letter and a return email address to jean.hall@barnsleyfc.co.uk by 5pm on 12th June 2023

Due to high-levels of interest, this post may close early so early application is advised.