



Job Description

Job Title:	Ticket Sales Executive
Reporting to:	Customer Experience Manager
Department:	Marketing and Customer Experience
Hours of Work:	37.5 hours per week. Please note, the post will be required to work home matches and any other public events held at Kingsholm Stadium (i.e. concerts). Time in Lieu is provided for hours worked

THE ROLE

Gloucester Rugby is preparing to welcome audiences back to Kingsholm Stadium for the 2021-22 season.

As our Ticket Sales Executive you'll be responsible for proactively selling tickets, memberships and match day experiences, ensuring we're using our ticket inventory in the most effective way possible.

The ideal candidate will have a proven track record of achieving sales results and have great people skills.

The Customer Experience team is responsible for the ticketing function of the business and is part of the Marketing and Customer Experience team.

We are looking for someone who can deal with the challenges (and rewards!) of working within a small team in a fast-paced environment to drive sales and revenue for the Club.

DUTIES INCLUDE

- Pro-actively sell match and event tickets
- Develop and maintain strong relationships and consistent communication with customers
- Work closely with the Community Team to fulfil and upsell match day experiences and group bookings
- Work to achieve daily, weekly and monthly goals through execution of lead generation activities.
- Drive sales growth through new customer acquisition
- Generate and follow-up on leads obtained through marketing channels and social media,
- Help to shape ticket sales strategies based on customer feedback
- Manage, track, and analyse customer interactions and data throughout the customer lifecycle utilizing our ticket platform
- Ensure that the highest standard of service is delivered to our supporters at all times
- Comprehensive understanding of all systems and procedures used within the department
- May occasionally be required to work at other sites within the Company.

This is not an exhaustive list and other duties may be required when necessary.

PERSONAL ATTRIBUTES

- Excellent organisational and IT skills including knowledge of Excel, Word and PowerPoint
- Positive attitude and good communication skills
- Commitment to delivering high standards
- Confident and tenacious personality, with a strong attention to detail
- Ability to work as part of a team and to work independently
- An engaging personality with the ability to connect and empathise with people from all backgrounds.
- A creative and resourceful problem solver with lots of initiative.

GLOUCESTER RUGBY MISSION STATEMENT:

To deliver the **best experience** for our fans, colleagues, community and partners in a sustainable way.

OUR VALUES:

BELONG	We are part of a team and put the team first. We all contribute to the collective success. We are inclusive, have faith in what we do and respect all opinions.
RESILIENCE	We show resilience at all times and face challenges head on.
ACCOUNTABLE	We take personal responsibility for what we do. We keep our word.
VISIONARY	We look forward and define the future. We make brave decisions.
EXCELLENCE	We have pride in what we do and always give our best. We are committed to excellence.

**The above list of job duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post. Job descriptions should be regularly reviewed to ensure they are an accurate representation of the post.*