



ROLE DESCRIPTION	
Role Title	Group Ticketing & Membership Executive
Salary	£24,000 per annum
Location	Cardiff Arms Park
Hours of work	35 hours per week. You will be expected to work additional hours to meet the requirements of your position and needs of the business, including, but not limited to where your role requires you to work on match days.
Responsible to	Head of Ticketing
Responsible for	N/A
Contractual Status	Permanent, following six month probation period
Role Summary	<p>To drive group sales by proactively engaging with local clubs, schools, businesses, community groups and supporters. To support Membership acquisition and retention.</p> <p>The Group Ticketing & Membership Executive is responsible for the delivery of professional, informative and courteous customer service, ensuring that the Ticketing Department produces an efficient and knowledgeable sales and administrative service.</p> <p>The role holder will positively represent Cardiff Rugby as the company's first point of contact. The role holder will work closely with the Head of Ticketing, Marketing Manager, Senior Ticketing Coordinator, Head of Business Development, Partnership Executive, Community Manager, and Match Day Staff.</p>

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Key Responsibilities, tasks and Activities	<p>Sales:</p> <ul style="list-style-type: none"> • Research, gather and develop new and sustainable relationship links across the region with schools, community clubs, local organisations and commercial hotspots • To work hand-in-hand with Cardiff Rugby Community Foundation schools and community clubs • To drive Group Ticket bookings for Cardiff Rugby, Cardiff RFC matches • To build and develop a Group Ticket database, looking at local schools, rugby clubs, sports centres, businesses etc and developing strong relationships with key contacts. • To promote a positive and creative approach to sales targets and promotions in collaboration with the Marketing Team • To maximize revenue by pro-actively upselling advertising, hospitality and partnership opportunities with the Commercial Team. • To process match tickets and memberships via inbound, outbound and face to face interaction • Present regular updates on progress of Group Tickets sales, findings/feedback form outbound calls and make recommendations based on findings • To support Membership acquisition and retention. <p>Service:</p> <ul style="list-style-type: none"> • To deliver excellent customer service at all times, ensuring a 'first class service to all supporters, sponsors, staff and external stakeholders • Provide first point of contact for inbound ticket and membership queries • To input data accurately, collecting and adding appropriate notes and maintain the ticketing system and workbooks • To deliver group activity on match day • Working with the ticketing department to ensure timely production and distribution of membership packs • To enhance, deliver and report on fan engagement strategies, with a focus on members, • Help to deliver membership events, such as Exclusive Q&A's, Member Forums, Junior Members Day and Seasonal Events <p>Match days:</p> <ul style="list-style-type: none"> • To work all Cardiff Rugby home fixtures days/evenings and support a variety of Cardiff Arms Park Events • To manage and assist Senior Ticketing Coordinator with match-day activation and resolution • To manage and assist casual staff to consistently deliver excellent customer experience • To take responsibility for issues and problems, dealing with them in a professional manner in accordance to processes and procedures <p>Other:</p> <ul style="list-style-type: none"> • To handle cash, cashing up and supporting financial administrative duties • Provide cover for Reception area ensuring the area is presentable at all times. Welcoming all staff, visitors and customers, direct or announce them accordingly and complete the visitors pass and fire

PERSON SPECIFICATION	
Experience, Skills & Qualifications	<p>Essential:</p> <ul style="list-style-type: none"> • Work experience in a customer focused role • Strong organisational skills • Good time management • Exceptional interpersonal and written communication skills with a desire to deliver brilliant customer service • Computer literacy, specifically Microsoft Office <p>Desirable:</p> <ul style="list-style-type: none"> • Experience of working within Ticketing • Passion for sport and/or events • Experience of using Ticketmaster systems

This role description is subject to change pending review by the role holder and their line manager.