



## Job Description

### TICKETING AND RETAIL MANAGER

#### About Leicestershire County Cricket Club

Leicestershire County Cricket Club (LCCC) is one of eighteen first-class county clubs within the domestic cricket structure of England and Wales. It represents the historic county of Leicestershire as well as being representative of the county of Rutland. The Club's limited overs team is called the Leicestershire Foxes.

One of the Club's aims is to make its county ground the "premium Leicestershire outdoor venue" for concerts and first-class events, with the delivery of an ambitious events programme once the pandemic is behind us. It also wants to improve the way it manages staff, create a diversity action plan, and host regular members' forums. LCCC has a strong membership heritage and we are ambitious in our plans to increase our supporter base significantly over the next five years. With exciting expansion plans in place, this is a great but challenging time to join the Running Foxes.

**Job Role:** Ticketing and Retail Manager

**Reports to:** Commercial Director

**Job Profile:** As Ticketing and Retail Manager you will be involved with the Club's plans for growth, exploring new markets and assisting with new initiatives designed to increase ticket sales across all formats of cricket, as well as retaining and developing the engagement with our current membership. You will also ensure there is an efficient, first-class service to our members, customers and external stakeholders at all times.

**Weekly hours:** A total of 35 hours per week, with flexibility over specific days worked and an emphasis on matchdays during the cricket season.

**Location:** Uptonsteel County Ground, Grace Road, Leicester, LE2 8AD

## **Main Duties:**

1. Develop and deliver membership and ticketing sales strategies
2. Develop and implement retail sales strategy
3. Working with the Marketing Department on delivery of successful and engaging campaigns to support your sales plans, exploring opportunities with new markets as well as supporting the current supporter base
4. Assisting with our new club members' forum, designed to engage our supporters in future ideas development and service
5. Responsible for the upkeep and development of the Membership and Ticketing databases, including accurate capture and cleansing of contactable and legally collected data
6. Carry out day to day administration including answering inbound calls, making outbound calls, managing the main club enquiries email inbox, general member and fan enquiries
7. Membership application processing (forms, online, over the phone, at match)
8. Managing all membership packs ensuring they are distributed on time
9. Develop a key understanding of the ticketing and membership system to be able to assist with the set-up of fixtures and membership products throughout the year
10. To prepare and keep accurate sales reports for all membership and ticket sales as required by the Commercial Director
11. To improve the customer experience and purchase journey for all purchases, online and offline
12. Working with Commercial and Communications colleagues to deliver E-Commerce strategy including data management, CRM, profiling
13. To exceed targets and achieve KPIs

## **Match Day and Events:**

- Set up and oversee all membership and ticketing operations (printing gate tickets, access control, main club reception and ticket office)
- Working all LCCC fixtures based at Grace Road and any practice matches and events as required
- Assistance with membership activations at events
- Effective management of Club's retail store, matchday pop-up stores and all associated staffing requirements

## **Person Specification**

### **Knowledge, Skills and Experience:**

- Experience working in a sporting environment
- Either extensive knowledge and experience of E-systems for CRM and ticketing OR significant retail experience
- Proof of successful campaigns
- Knowledge of profiling and target marketing
- Good communication skills
- Organised, efficient and a structured thinker
- Team player with the ability to work with varied stakeholders

- Ability to work flexible hours (outside of 9.00am to 5.00pm and during weekends on occasions)

### To apply:

If you have the necessary skills and characteristics to meet the challenge, then please email your CV with a covering letter to Jacqui Dean, Administration and Governance Manager at [jacquidean@leicestershireccc.co.uk](mailto:jacquidean@leicestershireccc.co.uk)

Closing Date for applications: 5.00pm on Wednesday 12<sup>th</sup> October 2022.

Interviews: Asap after closing date.

Leicestershire County Cricket Club reserves the right to bring forward the closing date dependent on the number of applicants.

We may not be able to reply to unsuccessful applicants due to the volume that is received. If you have not heard from us within four weeks of the closing date your application has been unsuccessful.

### Equal Opportunities in Employment Policy Statement

Leicestershire County Cricket Club will ensure that all existing and potential employees receive equal consideration, and is committed to the elimination of unlawful or unfair discrimination on the grounds of gender, race, disability, colour, ethnic and national origin, nationality, sexuality, marital status, responsibility for dependents, religion, trade union activity and age.

It is the intention of Leicestershire County Cricket Club that its work force, at all levels, should reflect the composition of the city's population. To achieve this Leicestershire County Cricket Club will take active and positive steps to eliminate discrimination and to promote equality in employment.