



Ticketing Manager

Full time, permanent

ALEXANDRAPALACE, ALEXANDRAPALACEWAY, LONDON, N227AY • 02083652121 • ALEXANDRAPALACE.COM
ALEXANDRA PARK AND PALACE CHARITABLE TRUST IS A REGISTERED CHARITY • CHARITY REGISTRATION NUMBER: 281991

ABOUT ALEXANDRA PARK AND PALACE



Alexandra Park and Palace is a major event, heritage and cultural destination in north London. We are known for our diverse entertainment programme, our natural parkland and panoramic views of the city, receiving over 3 million visits a year.

Today we continue to deliver those great experiences for everyone, every day of the year, at major events including **Live Music, Live Sport, Exhibitions, Festivals** and **Park** events.

BENEFITS

In return for your hard work, we offer a generous benefits package including:

- Annual leave allowance – **28 days** (pro rata for part time employees)
- Additional 4 privilege days usually set around Christmas and New Year
- Opportunity to enter a ballot for **free event tickets**
- **Discounts** across our on-site catering units
- Access to an **employee assistance programme**
- Training and development opportunities including access to **e-learning**
- Cycle to work scheme
- Free on-site parking

ROLE DESCRIPTION

The **Ticketing Manager** will deliver an efficient, customer-focussed ticketing function in support of the ticketing strategy. The post holder will collaborate with stakeholders and our Ticketing Partner, Dice, to manage live ticketing inventory, and manage event settlements.

Experience supervising or managing the ticketing function in an arts, music or leisure environment is essential along with ticketing management experience and strong numeracy skills. Experience in using CRM and ticketing platforms, CMS and email marketing platforms would be advantageous.



This is a full time, permanent position.

Salary: circa **£35,000pa** *dependent on experience*

HOW TO APPLY

To apply for the role of **Ticketing Manager** please send your **CV** and a **cover letter** outlining how you meet the requirements of the role to recruitment@alexandrapalace.com.

Please also complete and return an [Equalities Monitoring Form](#) with your application.

The closing date for applications is **9am Monday 16 December**.

Due to the volume of applications, we are unable to provide feedback to those not shortlisted for interview.

Applicants must be eligible to work in the UK.

JOB DESCRIPTION

Job Title	Ticketing Manager	
Department:	Commercial	
Team	CRM & Ticketing	
Responsible To	Head of CRM & Ticketing	
Responsible For	No direct reports	
Overall job purpose	To deliver an efficient, customer-focussed and accurate ticketing function in line with the Ticketing strategy	
Key internal relationships	Head of Visitor Services Ice Rink General Manager Catering Managers Theatre Manager Head of Programming Senior Programme Manager Senior Creative Learning Producer	
Key duties and responsibilities	<ol style="list-style-type: none"> 1. Collaborate with internal and external stakeholders to effectively manage live ticketing inventory on events sold through the in-house system (Spektrix) and through the ticketing partner (Dice). 2. Manage the set up and builds of events on our in-house ticketing system and partner dashboards ensuring on-sales, allocations, pricing, and holds are accurately captured and in line with event requirements. This includes Alexandra Palace's public events programme, Ice Rink sessions and events, Theatre shows, and Creative Learning events. 3. Develop and maintain relationships with ticket agents, producers and other agencies overseeing their ticket sales and pricing to provide insights, accurate reports and trends to the wider commercial team 4. Review the customer journey for ticketed events / programmes providing recommendations for improvements to the process and identify any future commercial opportunities. This includes working with the Head of CRM & Ticketing to implement changes to the online purchase path and ticketing related website developments 5. Manage event settlements, ticket agency reconciliation and invoicing to achieve accurate monthly financial reporting. 6. Train front of house staff in ticketing processes and procedures and ensure that front of house teams have accurate and timely pricing information to support an excellent customer experience. 	<p>35%</p> <p>20%</p> <p>20%</p> <p>10%</p> <p>10%</p> <p>5%</p>

<p>Person Specification</p>	<p><u>Essential</u></p> <p>Education / Qualification Educated to GCSE level or equivalent in Maths and English at grade 5 or above (A-C)</p> <p>Experience Experience managing the ticketing function in an arts, music or leisure environment.</p> <p>Experience of managing inventory on a large scale.</p> <p>Experience trouble shooting and resolving customer and client ticketing queries</p> <p>Experience of sales and financial reporting.</p> <p>Experience maintaining accurate and GDPR compliant data</p> <p>Experience analysing customer data to identify insights and trends</p> <p>Skills / Knowledge Understanding of the customer journey and awareness of channels in relation to ticket sales</p> <p>Excellent organisation skills with the ability to prioritise and manage a busy workload with multiple deadlines</p> <p>Excellent communication skills both written and verbal, with the ability to give clear instruction and provide accurate information</p> <p>Strong Excel and numeracy skills</p> <p>Good problem-solving skills with a positive attitude</p> <p>Available to work some evenings, weekends and anti-social hours in line with operational requirements</p>	<p><u>Desirable</u></p> <p>Experience using a CRM and ticketing system to set up events, offers and manage inventory.</p> <p>Experience working with financial data and carrying out some financial processing tasks such as invoicing</p> <p>Knowledge of supporting technologies including electronic payment, printers, internet access etc.</p> <p>Experience using website CMS (WordPress)</p> <p>Experience of using an email marketing platforms (Dotdigital)</p>
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DIMENSIONS

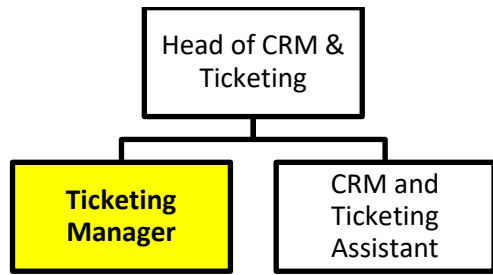
Financial responsibilities

Budget administrator

People management responsibilities

No direct line management

STRUCTURE



GENERAL OBLIGATIONS

i. Health and Safety

All employees have a legal duty to ensure the health and safety of people at work and members of the public on site in accordance with H&S legislation and AP policy.

ii. Equality and Diversity

Alexandra Palace is committed to the fair treatment of all our staff. We are committed to giving equal access to recruitment and selection, promotion and career development, training, pay and benefits.

We will provide reasonable support to disabled applicants throughout the recruitment process. If you feel that you need any additional support or reasonable adjustments to take part in the interview process, please contact the HR team

iii. Safeguarding

Demonstrate commitment to safeguarding of children, young people, and adults at risk.

iv. GDPR

To handle personal data in accordance with the organisation's data protection policy and to record all processing activities in the organisation's data register where appropriate.

v. Sustainability

We are committed to a Sustainability strategy and policy, working towards finding new, innovative, and economical ways to stay green.

CUSTOMER SERVICE STANDARDS



VALUES AND BEHAVIOURS

I. We are Collaborative

2. We are Bold
3. We are Open and Genuine
4. We are Passionate and Fun
5. We are Resourceful

The Core Competency Framework

Each competency has an overall description. It is then broken down by level into “We will” and “We won’t” indicators. This role is a level 1 (of 4) and therefore should be demonstrating behaviours at level 2.

1. We are COLLABORATIVE

“We work as one team, sharing ideas, knowledge and insight to achieve our common purpose”

	We Will	We Won't
Level 2	<ul style="list-style-type: none"> • Work with other teams to raise and solve issues • Hold regular meetings to gain team input • Be visibly available to my team • Book weekly catch ups with other teams • Think and act as one organisation • Pro-actively talk to others rather than sending emails 	<ul style="list-style-type: none"> • Encourage silos or working in isolation • Think our work is more important than that of other teams • Make decisions without consulting other teams that may be impacted

2. We are BOLD

“We are bold and we embrace change – we constantly look for new opportunities and innovative ways of doing things”

	We Will	We Won't
Level 2	<ul style="list-style-type: none"> • Try new ideas and think outside the box • Look for possibilities and opportunities everywhere – taking time to think creatively • Have faith in my ideas and find my voice • Encourage the ideas of others more often • Utilise the experience of the whole team • Strive to improve the customer experience • Encourage others to see mistakes as learning 	<ul style="list-style-type: none"> • Say “I can do better” but then do nothing • Accept something just because it is the way it’s always been done • Shut down ideas without thinking about the pros and cons • Resist change because it is too challenging • Think “I can’t do it” • Say “No” but not explain why

3. We are OPEN AND GENUINE

“We are inclusive and diverse - welcoming all through our doors. We are genuine - we do what we say we will and do it in a way that is in line with our values.”

	We Will	We Won't
Level 2	<ul style="list-style-type: none"> • Get to know my team members • Be human – show empathy and care for others • Thank people and make them feel good • Accept all - embrace different points of view • Confront difficult situations with openness, sensitivity, care and empathy • Pro-actively address exclusion and discrimination 	<ul style="list-style-type: none"> • Exclude people because I find them difficult or challenging • Ignore or belittle the ideas or thoughts of others • Allow our own view to prevail not taking into account differences of opinion or approach • Tolerate exclusion or discrimination • Delegate to the same people as they always say “Yes” and avoid delegating to others

4. We are PASSIONATE & FUN

“Our job is to put smiles on people’s faces, by being engaged and passionate about all that we do. We deliver our purpose with fun and enjoyment”

	We Will	We Won't
Level 2	<ul style="list-style-type: none"> • Act as a role model for others by demonstrating passion for my job and energy every day • Go the extra mile – setting an example for the team • Make time to celebrate success • Inspire, develop and build my team • Focus on delivering quality for myself and my team • Create a culture of fun so that we can all enjoy what we do 	<ul style="list-style-type: none"> • Act negatively - moaning and criticising • Forget to celebrate • Just do the minimum to get by • Accept negativity or inappropriate behaviours in our teams

5. We are RESOURCEFUL

“We use what we have creatively to get the best results possible, solving problems and overcoming difficulties”

	We Will	We Won't
Level 2	<ul style="list-style-type: none"> • Bring solutions not just problems and complaints • Take a “see it and own it” approach • Make smart use of our resources • Actively look outside for new ideas and research • Attend and encourage others to attend training and conferences and bring back new ideas • Understand what generates profit • Free up budgets to spend where most needed • Empower and coach my team to come up with their own solutions • Make use of people’s skills from outside of work as well as at work 	<ul style="list-style-type: none"> • Use resources just because we have them • Say “no” just because of lack of resource • Just go for quick wins because they are easy • Allow wastage in our work areas • Take on too much at once • Create a stressful environment for myself or those around me