



**JOB TITLE:** Ticketing Sales Assistant  
**REPORTS TO (TITLE):** Ticketing Services Manager  
**OFFICE/HO DEPT:** Sales and Marketing  
**DATE:** January 2019

**1. MAIN PURPOSE OF JOB**

- To be an active and effective member of the Ticketing Team as a Ticketing Sales Assistant
- To sell tickets and maximise sales opportunities.
- To deal with customers in a friendly and helpful manner, always representing the Club positively and enhancing the customer experience

**2. JOB SPECIFIC TASKS**

**Sales**

- To carry out ticket sales duties using the venue's ticketing system, conversing with the public at the Ticket Office and on the phone and ensuring constant attention to detail on all occasions.
- To be fully informed and proactive in the marketing of all Lancashire Cricket products, services and facilities and looking to create sales opportunities whenever possible.
- To participate in telephone sales campaigns as requested and to undertake any training required to assist effectiveness in this area.

**Reporting**

- At the end of each shift, to account for personal sales monies and reconcile these with ticketing system reports.

**Customer Service**

- To ensure that members of the public contacting the Ticket Office in person, by email or phone are greeted in a welcoming, courteous and helpful, positive manner.
- To be proactive on behalf of the Club in customer satisfaction, ensuring that their requirements are dealt with efficiently.
- To act as a point of reference for enquiries concerning the activities of the Club.

**Marketing**

- To capture customer information in accordance with the provisions of the Data Protection Act with particular emphasis on acquiring email addresses wherever possible.

**General**

- To print and pack ticket and membership orders and to distribute ticket and membership collections at the Ticket Office.
- To carry out any other duties as required by the Ticketing Services Manager.

**3. KNOWLEDGE/EXPERIENCE/SKILLS NEEDED**

**Essential**

- Computer literate
- Experience and diplomacy in dealing with the public
- Excellent oral and written skills
- Willingness to work flexible hours

**Desirable**

- Experience of working in a venue ticket office
- Experience of working in a sporting environment
- Basic knowledge of cricket