



Lancashire Cricket

JOB DESCRIPTION

JOB TITLE:	Ticketing and Membership Executive
REPORTS TO (TITLE):	Ticketing Services Manager
OFFICE/HO DEPT:	Sales and Marketing
DATE:	February 2021

1. MAIN PURPOSE OF JOB

- To be responsible for the management of Affiliated Clubs, Associate, All Stars Cricket and Dynamos Cricket memberships
- To be an active and effective member of the Ticketing Team as a Ticketing and Membership Executive
- To sell tickets and memberships 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

Memberships

- To engage with Affiliated Clubs and ensure their full benefits are delivered and utilised across the season.
- To ensure all players of Affiliated Clubs are signed up to the Associate membership and their ticket benefits are fully managed.
- To engage with all the junior players who sign up to All Stars Cricket and Dynamos Cricket courses and promote their discounted junior membership and follow up any add on memberships to parents.
- To ensure membership packs for all the above are delivered in a timely manner and work with the Ticketing Services Manager to ensure that all ticket related benefits are provided electronically.

Sales

- To carry out ticket sales duties using the venue's ticketing system, conversing with the public at the Ticket Office, by email 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.
- To manage all staff and player ticket requests.
- To manage the Foundation ticket allocations.
- To process ticket requests from the Head of Ticketing for Board Members, Vice Presidents, and other external approved requests.

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.



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3. KNOWLEDGE/EXPERIENCE/SKILLS NEEDED

Essential

- Experience and diplomacy in dealing with the public
- Excellent communication skills both written and verbal.
- Basic accounting knowledge.
- High level of numeracy.
- Willingness to work flexible hours including weekends and match days.
- Customer led and focused on the needs of members and ticket purchasers.
- Ability to work under pressure.
- Computer literate and an understanding of venue ticketing.