

<b>JOB TITLE: Ticketing Manager</b>	<b>REPORTS TO: Senior Product Innovation Manager</b>
<b>FUNCTION: Ticketing</b>	<b>DEPARTMENT: Commercial Services</b>
<p><b>JOB PURPOSE:</b> The Gallery's proposition is designed to encourage the widest possible audience to engage and connect with our paintings across a wide programme of online and in-person ticketed activities at a variety of different levels and price points. The purpose of this role is to manage the operations and sales performance across a portfolio of visitor experience products including (but not limited to) free general entry, paid for temporary exhibitions, public events, membership programming, maps, and multi-media guides. Finding new and innovative ways to maximise revenue and build added value for the customer are paramount to this role.</p>	

<b>Key Accountabilities</b>	<b>Key Activities / Decision Areas</b>
1. Product management, technology, and systems.	<ul style="list-style-type: none"> <li>▪ End-to-end management and oversight of ticketing operations for all ticketed activity, including capacity management, ticket types, hold allocations, and ticket design.</li> <li>▪ Brief the database team on the configuration specifications for ticketed products within Tessitura (customer database and ticketing system) and access control devices (NSCAN).</li> <li>▪ Work with stakeholders to analyse data and make prioritised recommendations for optimising digital channels (Tessitura Network Express Web / TNEW) and the Gallery website.</li> <li>▪ Work with the Customer Service and FOH Experience teams to improve quality-of-service delivery, sales, and data collection on-site at the Gallery.</li> <li>▪ Reduce friction from the product experience ensuring self-service options for customers wherever possible.</li> <li>▪ Work with the Membership Events Manager to ensure appropriate ticketing strategies are in place to support this programme.</li> <li>▪ Provide ticketing services for ad hoc Gallery projects.</li> <li>▪ Support initiatives for membership acquisition and retention.</li> <li>▪ Define the strategy for triggered service emails working closely with the CRM and database teams to monitor performance.</li> <li>▪ Support product innovation where required to deliver the roadmap of product development and new feature releases.</li> <li>▪ Carry out research and discovery and make recommendations to senior management and stakeholders.</li> <li>▪ Manage stock levels, write creative briefs, and approve assets for product collateral.</li> <li>▪ Ensure ticketing T&amp;Cs are process documentations are regularly reviewed and kept up to date.</li> <li>▪ Ensure appropriate ticketing strategies are in place to support the development and delivery of a new collection based multi-media guide as part of a suite of products aimed at visitors, including maps, guided tours, and guidebooks.</li> <li>▪ Work with the Guest Experience and Digital Services team on a strategy for on-site self-service solutions, mobile Apps and Wi-Fi interfaces.</li> <li>▪ Keep up to speed with industry trends and technology advancements.</li> </ul>
2. Data analysis, forecasting, and reporting.	<ul style="list-style-type: none"> <li>▪ Responsible for working with the Data Protection Manager and Database team to ensure GDPR compliance standards are always adhered to with robust processes and data management systems in place.</li> <li>▪ Co-design and build analytics dashboards and automate wherever possible to provide accurate and insightful data to inform decision making.</li> <li>▪ In the absence of dashboards ensure robust reporting is in place to provide accurate and timely information on product performance against KPIs.</li> <li>▪ Provide multi-year revenue forecasts based on sales data, behavioural insights, and planned product enhancements.</li> <li>▪ Build and maintain agile data models to accurately adjust revenue forecasts in real time based on actuals.</li> <li>▪ Deliver ad-hoc departmental reports throughout the financial year as required.</li> <li>▪ Create wash-up reports for each ticketing exhibition and events season.</li> <li>▪ Analyse data to evaluate the success of time-based marketing promotions and collaborate with Marketing and Data and insight teams to inform future business activity.</li> </ul>

3. Commercial performance and planning	<ul style="list-style-type: none"> <li>▪ Responsible for achieving revenue and conversion targets across a suite of revenue and engagement KPIs.</li> <li>▪ Use capacity and pricing tactics to optimise the financial performance of ticketed exhibitions and multi-media guide sales.</li> <li>▪ Ensure ticketing journeys are optimised to convert users to subscribe, donate, Gift Aid and/or become members wherever appropriate.</li> <li>▪ Work with the Ecommerce team on seasonal product attach plans to increase digital conversion and revenue from retail products.</li> <li>▪ Ensure seasonal marketing promotions are planned and operational.</li> <li>▪ Work with the CRM team to plan seasonal campaigns and approve communications.</li> <li>▪ Plan and deliver seasonal ticket release schedules, including priority moments for members across both public and membership programming.</li> </ul>
4. Stakeholder relations, communication, and management.	<ul style="list-style-type: none"> <li>▪ Member of the Tessitura Working Group and 'Super user' Group.</li> <li>▪ Project Management of cross team working groups to deliver agreed objectives.</li> <li>▪ Deputise when necessary for the Product Innovation Manager and/or Head of Commercial Services.</li> <li>▪ Maintain positive working relationships with third party vendors and services providers.</li> </ul>

<b>Role Dimensions</b>	
<b>Financial (limits/mandates etc.)</b>	<b>Non-financial (customers/staff etc)</b>
<ul style="list-style-type: none"> <li>▪ Responsible for Managing expenditure budgets for ticketing within the wider Commercial Services P&amp;L accounts.</li> <li>▪ Budget holder approval rights</li> </ul>	<ul style="list-style-type: none"> <li>▪ Learning &amp; National Programmes</li> <li>▪ Digital Services</li> <li>▪ Information Systems</li> <li>▪ Marketing &amp; Insight</li> <li>▪ Operations</li> <li>▪ Finance</li> <li>▪ Exhibitions</li> <li>▪ Creative</li> <li>▪ Guest Experience</li> </ul>

<b>Person Specification</b>	
<b>Competency / Performance Drivers</b>	<b>Technical / Professional Expertise</b>
<ul style="list-style-type: none"> <li>▪ Positive and engaging attitude.</li> <li>▪ High level of numeracy and accuracy.</li> <li>▪ Strong communication skills.</li> <li>▪ Experienced at working to deadlines.</li> <li>▪ Commercial acumen.</li> <li>▪ High level of organisation and planning skills.</li> <li>▪ Advanced Excel skills.</li> <li>▪ Resilience during busy periods.</li> <li>▪ Ability to multi-task under pressure.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Proven ability in project management and stakeholder leadership.</li> <li>▪ Ability to understand customer service and operational strategies.</li> <li>▪ Experience of organisational membership schemes and/or loyalty programmes</li> <li>▪ Experience of the Tessitura database and ticketing system.</li> <li>▪ Strong systems knowledge.</li> <li>▪ A comprehensive understanding of GDPR.</li> <li>▪ Ability to analyse data.</li> <li>▪ Knowledge of financial processes</li> <li>▪ Proficient understanding of Gift Aid.</li> <li>▪ Understanding of Google Analytics.</li> <li>▪ Principles of UX design.</li> </ul>

**The Promise Performance Behaviours (9)**

Passionate Patient	Engaging Approachable	Polite Adaptable	Positive Consistent	Professional
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**Organisation Structure for role and department**

Head of Commercial Services

Senior Product Innovation  
Manager

Ticketing Manager