



JOB DESCRIPTION

JOB TITLE:	Ticketing & Insights Manager
DEPARTMENT:	Marketing & Communications
REPORTING TO:	Head of Marketing & Communications
LOCATION:	London
SALARY:	£30,000 - £32,000 DOE
START DATE:	ASAP
CONTRACT TYPE:	Permanent
HYBRID WORKING:	We offer a flexible and remote working policy. Core office days are Mon & Tue, subject to change. Some evening and weekend work will be necessary to facilitate on-site ticketing – time off in lieu will be agreed in discussion with your line manager.

About Serious

This is an exciting opportunity to join one of the UK's leading producers of live jazz and international and new music events. Working with artists and partners from all over the world, we create world-class festivals, concerts, tours and special events including the EFG London Jazz Festival, the UK's largest annual celebration of jazz. Beyond the EFG London Jazz Festival, we produce festivals throughout the year (such as Between The Lines, a celebration of cutting edge music), provide programming consultancy, and produce a rich year-round programme of Creative Engagement and Talent Development projects.

The role

In this exciting new role, you will be responsible for analysing and recording sales trends and revenue and maximising ticket attendance for all of our shows. You'll manage all ticket inventory, working closely with external venues and agents to set up, manage, and finalise all shows, from show build to settlement.

Reporting to the Head of Marketing & Communications, and working closely with the Programming, Production and Development Departments, you will analyse and report on ticketing data to enable a deeper understanding of Serious' audience purchase behaviour and demographics to inform business decisions. A mid- to long-term objective of this role is to manage setting up Serious' own internal Box Office / ticketing system.

Job purpose

To support the MarComms team in driving ticket sales and generating revenue. Responsible for generating and managing all ticketing data and reporting, with a focus on providing actionable insights. The role will work closely with external venue partners and ticket agents to set up shows.

Main responsibilities

Set-up & inventory management

- Manage the ticket set-up of all shows with partner venues and third-party ticket agents to given deadlines, owning these relationships
- Monitor sales to recommend and action allocations and mark backs
- Liaise with the Programming and Development teams to manage complementary and company tickets
- Lead on the set-up of Serious' own internal Box Office / Ticketing system, including researching and advising on the best partner / software

Reporting & Strategy

- Prepare regular sales reports, and further ad hoc reports as required by the needs of the business
- Proactively monitor sales data and offer actionable insights
- Identify opportunities for further reporting to provide further data and insight
- Analyse ticketing data to identify key trends, booking patterns, and buyer behaviour to inform business decisions

Financial

- Undertake any financial administration associated with Ticketing / Box Office, including reconciliation after each show, and ad hoc financial reporting
- Work as part of the team to maximise ticket yield and reach financial targets

Marketing & Sales

- Work with the Marketing & Communications team to run discounting / promotions
- With the support of the Marketing & Communications team, identify any additional opportunities for sales through third-party agents
- Work closely with the Marketing & Communications team to ensure accurate, helpful and timely customer communications
- Proactively identify opportunities to facilitate ticket sales

Other

- Regular scheduled evening and weekend work as required to support shows, e.g. on-the-door sales and guestlist management – there is a TOIL policy in place
- Ensure ticketing operates in accordance with policy, procedure, and general good practice, and is GDPR-compliant
- Sign off ticket proofs from venues and agents to ensure accuracy
- Remain aware of the wider business goals and strategies, and ensure ticketing is supporting these effectively
- Troubleshoot technical and equipment issues relating to ticketing
- Attend team meetings as appropriate to update/report on ticketing, and ensure the team remains aware of relevant information / data insights
- Train and manage any temporary / on-site ticketing assistants if required
- Undertake any other reasonable duties associated with the running of the Box Office

Required experience

- A minimum of one year working in Ticketing / Box Office, preferably in a music venue, theatre, or arts organisation
- Significant experience setting up shows with third-party ticket agents, e.g. See Tickets, Ticketmaster, DICE, AXS, Eventim, Gigantic
- Experience using CRM and/or internal ticketing software e.g. Spektrix
- Experience analysing ticketing data to inform actionable insights
- Experience setting up reporting to inform actionable insights
- Financially literate, with experience of reconciliation
- Understanding of the role that ticketing plays within the wider functioning of an organisation/venue
- Comfortable working autonomously and to deadlines
- Excellent interpersonal and communication skills
- Digitally literate and familiar with MS Office or similar software
- Knowledgeable and passionate about the music and live events industries

The ideal candidate will...

- Have a good understanding of UX (user experience) and the online ticket purchase journey
- Have experience setting up a new ticketing system at a venue or organisation
- Have experience of working as part of a cross-departmental team
- Love what they do and have a strong and genuine interest in ticketing and insights
- Love our work as much as we do; the ideal candidate will have a passion for music and fully understand and believe in our purpose
- We are a small team, so we're looking for someone who is keen to participate in the life of the company and willing to pitch in on projects as necessary.

Other information

This is a full time post, based at Serious' office in Clerkenwell, London where you will be required to work. You will be given desk space and equipment at Serious' office. There may be flexibility to spend part of your time working from home as part of a discussion with your line manager. Office hours of work are between 10am to 6pm, but because of the nature of the organisation, the role would be expected to undertake some additional evening and weekend work. Time off in lieu for evening work will be agreed in discussion with your line manager.

Holiday entitlement is 25 days paid holiday per year (plus bank holidays), inclusive of 5 days which must be taken during the Serious office closure period for Christmas and New Year (the 5 days are over and above any public holidays in the Christmas and New Year period).

During your term of employment with Serious, you may not directly or indirectly engage in any activity competitive with the company's business interests.

Serious is committed to equal opportunities in recruitment and employment, and embraces diversity of all kinds. We are keen to create a work force that is representative of wider society and inclusive of all ethnicities, nationalities, socio-economic backgrounds, gender identities and physical and neurological abilities. Jobs are appointed on merit.