

SERIOUS JOB DESCRIPTION

JOB TITLE	Ticketing & Sales Manager
REPORTING TO	Head of Marketing & Communications
SALARY	£30,000-£34,000 DOE
CONTRACT	Full-time, permanent
LOCATION	London
APPLICATION DEADLINE	26 April 2024. Applications will be accepted on a rolling basis up until this date and may close early.

FLEXIBLE WORKING We offer a flexible and remote working policy. Core in-office days are Tuesday and Wednesday in our office in Bethnal Green. Some evening and weekend work will be necessary to facilitate on-site Box Offices and ticketing.

About Serious

This is an exciting opportunity to join one of the UK's leading producers of live music events, creative engagement projects, and talent development schemes.

With over 30 years of experience, we are passionate about making music that matters to communities, supports the success of artists, and goes beyond the mainstream. Purpose driven, we believe in music's unique role as a cultural and social catalyst. Our mission is to enable everyone to engage with music in a way that is meaningful for them.

Our work includes producing the annual EFG London Jazz Festival, Europe's largest city-wide music festival and the UK's biggest celebration of jazz and surrounding genres; Between the Lines, a series showcasing experimental, boundary-pushing creators; Thamesmead Festival, a community festival that celebrates the artistic roots and diversity of the town; K Music, the UK's leading festival of contemporary Korean music – all alongside one-off concerts, national tours, and partner projects. All our projects explore ways to enable artists to create and present new work.

About the role

You will be responsible for reporting and analysing ticket sales and revenue and working to maximise sales for all shows. You will proactively manage all ticket inventory, working closely with external venues and ticket agents to set up and manage ticketing for all shows, from show build to settlement. You will act as the lead administrator for our CRM system, Spektrix, setting up shows, managing allocations, and pulling reports within the system.

Reporting to the Head of Marketing & Communications, and working closely with the internal Programming, Production and Development Departments, you will proactively analyse and report on ticketing data to enable a deeper understanding of Serious' audience purchase behaviour and demographics to inform business decisions and maximise sales.

Purpose of the role

This role supports the Serious team in driving ticket sales, generating ticket revenue, and understanding our audiences.

Role and Responsibilities

Set-up & Inventory Management

- Manage the ticket set-up of all shows, liaising 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 internal Programming and Development teams to manage complementary and company tickets

Reporting & Data Analysis

- Prepare the weekly sales report each Monday, collating sales data from venues, ticket agents and Spektrix to determine accurate sales and income figures for our shows
- Proactively monitor sales data and offer actionable insights
- Create ad hoc sales reports as required by the needs of the business
- Proactively identify opportunities for further reporting to provide additional data and insight, e.g. identifying booking patterns and other customer behaviours

CRM

- Act as the lead administrator for the CRM system, Spektrix
- Set up shows, monitor ticket allocations, and set up regular reports within the system
- Champion the CRM internally and explore improvements in processes

Financial

- Undertake any financial administration associated with Ticketing / Box Office, working with the internal Finance department when necessary
- Provide final figures for each show promptly, working with Production on reconciliation and show settlements
- Issue and process invoices for ticket buys
- 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
- Work closely with the Marketing & Communications team to ensure accurate, helpful and timely customer communications
- Proactively identify opportunities to facilitate ticket sales

On-site Ticketing

- 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

Other

- 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 when required
- Undertake any other reasonable duties associated with ticketing

Essential experience:

- A minimum of one year working in Ticketing / Box Office for live events
- Significant experience setting up shows with third-party ticket agents, e.g. See Tickets, Ticketmaster, DICE, AXS, Eventim, Gigantic
- Significant experience using CRM systems (we use Spektrix)
- Significant experience of sales reporting and analysing ticketing data to inform actionable insights
- Digitally literate with experience of MS Office or similar software
- Confident using Excel, with experience of data entry and using basic formulas
- Financially and numerically literate, with experience of reconciliation
- Understanding of the role that ticketing plays within the wider functioning of a live events organisation/venue
- Comfortable working autonomously and to deadlines
- Excellent communication skills, both verbal and written
- Experience of working as part of a cross-departmental team

Other information

This is a full-time post, based at Serious' office in Bethnal Green, London, where you will be required to work 2 days a week. There will be flexibility to spend part of your time working from home, but availability to travel into central London up to 5 days week, when necessary, will be essential.

Office hours are 10am to 6pm, but because of the nature of the organisation, this role would be expected to undertake some additional evening and weekend work to facilitate on-site ticketing at shows. Given the requirements of this role, the successful candidate will need to be based in London.

Holiday entitlement is 25 days paid holiday per year (plus bank holidays), in addition to an office closure between Christmas and New Year.

Other benefits include:

- Year-round free access to concerts and events Serious produces, ensuring you can fully appreciate the work we/you deliver
- Pension scheme
- Cycle to work scheme
- Mental health support

- Training opportunities

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.

How to apply

To apply please send your CV and covering letter to communication1@serious.org.uk outlining how you meet the requirements of the role, with the job title and the applicant name in the subject line.

First-round interviews will take place via video conferencing, followed by a second in-person interview in our offices at Bethal Green.