**Role Profile**

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| **Job Title:**  | Ticket & Merchandise Officer (Full Time) |
| **Reports To:**  | Chief Executive  | **Jobs Reporting into the Job Holder:** | None |
| **1. Job Purpose** |
| * To lead, drive & monitor all aspects of the Aldershot Town Football Club Ticketing & Merchandise Strategy to meet annual targets
* To oversee & champion the implementation of the Club’s on-line ticketing platform
* To manage the Club’s on-line ticketing platform, enabling and maximising on-line, advanced ticketing sales
* To manage the Club’s shop (including the online shop) ensuring maximisation of sales at matches and Club events wherever possible
* To recruit & manage match day ticket office, turnstile & Club shop staff
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| **2. Principal Accountabilities/Responsibilities** |
| * Monitor & report upon the Club’s Ticketing & Merchandise Strategy to ensure annual targets are achieved
* Collate match by match ticketing & merchandise KPIs
* Be the Club’s first point of contact with the on-line ticketing platform supplier to ensure the delivery of a positive customer journey & high standards of service at all times
* Oversee all ticket sales for home and where appropriate, away games including co-ordinating & communicating “on sale” dates for all matches
* Print match day tickets to enable cash purchases on the turnstiles
* Refund any unsold tickets through the online ticketing platform
* Co-ordinate the allocation of Directors’ Box seats for all home games, including the production of the Directors’ Box seating plan and ensure all tickets are distributed prior to match day
* Collate all complimentary ticket requests for home games
* Lead and manage the annual season ticket & half season ticket processes
* Prepare and ensure the safe keeping of individual floats, merchandise and tickets
* Reconcile takings for merchandise purchases & ticket sales following each home game
* Ensure sufficient numbers of staff are deployed within the club shops & turnstiles to deliver a positive experience for all fans at all ATFC & Chelsea matches
* Manage the club shop, ticketing & turnstiles operations on all ATFC & Chelsea match days
* Undertake a monthly stock take & sales reconciliation of Club merchandise
* Manage the Club’s shop to ensure good presentation of varied, high quality, appealing stock
* Manage the Club’s on-line shop to ensure good presentation of stock & maximisation of sales
* Answer all enquiries at the Club shop counter, on the phone and via email
* Maintain product knowledge on the full range of goods and services provided by the Club
* Sell and encourage sales for other products including sponsorship, hospitality, memberships, advertising, Club events, gift vouchers and donations
* Ensure compliance with evolving data protection laws (GDPR)
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| **3. Key Skills & Experience Required:*** Will have excellent communication skills both on the phone, in person and written
* Cash handling & reconciliation
* Must be “customer oriented” and a strong administrator
* Must be able to establish positive relationships with colleagues and stakeholders and command the respect of others
* Must be able to present a highly professional image when representing the Club
* Must be self-motivated and be happy to support the team in the varied role
* Must demonstrate a thorough approach to work, and able to organise him/herself effectively
* Will have a generally outgoing personality and enjoy social interaction
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