**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 | | | |
| **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) | | | |
| **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 | | | |