



Job Description

Ticketing Manager (Maternity Cover)

Responsible to:	Director of Marketing and Audiences
Contract:	Maternity cover – fixed term for 12 months
Salary:	£35,000 gross per annum
Benefits:	Contributory Stakeholder Pension Scheme Season Ticket Loan Scheme
Hours:	35 hours per week, (including evening and weekend work)
Holiday:	25 days per annum, rising to 30 days for each full financial year worked.
Probationary period:	Three Months
Notice period:	Three Months

Purpose of the role:

To lead on the Young Vic's pricing and ticketing strategies and website optimisation to ensure that the Young Vic delivers a best in class and inclusive customer journey while maximising revenue in our houses. To support the Producer and Executive team with accurate sales forecasting and reporting.



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Tasks & Responsibilities

Pricing and Ticketing Strategies

- To work with the Director of Marketing and Audiences, the Producer and external consultancies on ticketing and pricing strategies to maximise income for the Young Vic. Lead on communicating new pricing strategies to the wider Young Vic staff.
- Manage dynamic pricing and ticket releases to maximise ticket sales
- In collaboration with the Producer, develop and maintain relationships with ticket agents, co-producers and other agencies and ensure accurate reporting and ticketing activity including call-overs.
- In collaboration with the Producer, act as primary liaison for all co-producers regarding sales, tickets and pricing matters.
- Manage the publications budget, tracking inventory levels and negotiating deals with publishers to optimise sales

Reporting, Forecasting and Insights

- Deliver timely and accurate reporting on ticketing and sales, liaising with the Finance department and resolving discrepancies as required.
- Create sales forecasts for upcoming seasons of shows.
- Forecast the sales trend for every show and report on weekly sales against forecast.
- Provide insights on audiences, booking behaviours and sales trends for each show, to regularly improve marketing and pricing strategies.

Website and Online Ticketing

- To manage the Young Vic's website agency on ensuring that the website best supports efficient sales, including in high traffic moments, and provides a best-in-class customer journey.



- To manage the Young Vic's website agency on website maintenance and support, ensuring issues are caught and resolved within our retainer.
- To manage the Young Vic's website agency on improving the website user journey and online purchase path, to make the Young Vic customer journey more inclusive, efficient, and a better customer experience.
- To lead on any website update projects, managing the Young Vic's website agency and liaising with the wider Young Vic staff team to ensure the project is delivered to planned scope and deadline, with minimal disruption to customers and sales.
- Be the Website Lead for the Young Vic, ensuring relevant departments can access training and support and making best use of the website CMS.
- To ensure that the booking journey for access bookers is as clear and efficient as possible, and that customers are provided with the information they need to book and plan their visit. Ensure that customer and booking information is updated on Spektrix appropriately.
- To work closely with the Marketing Officer to ensure that all information and content on the website is up to date and accurate.

Show setup and administration

- Create accurate seasons, productions and performances on the ticketing system.
- Create seating plans with pricing models for each production, understanding the intricacies and time restrictions for each production, working within the parameters set by the Executive Director.
- Working alongside the Director of Marketing and Audiences, the Producers and the Technical Director create and maintain accurate and up-to-date auditorium maps, ensuring all relevant departments are consulted regarding pricing, numbering and other information. Ensure that all auditorium maps are designed for maximum ease of use by the Welcome Team, Ushers, audiences and web users, and that the seating layout is communicated across the organisation.
- Ensuring that seating plan information and booking information is accurate for access performances.
- Ensure effective, accurate and efficient sales of tickets, memberships, publications, and any other products.



Marketing promotions and campaign planning

- Create and manage promotional deals with ticket agents, creating bespoke offers tailored to the show and target audience, and capitalising on seasonal opportunities.
- Research and build relationships with relevant networks, mailing lists, social accounts, and organisations to promote shows via bespoke offers and reach new and underserved audiences. Work closely with the Marketing Manager to create appropriate marketing assets.
- Work with the Marketing Manager to use ticketing data and insights to inform the show marketing campaigns, including poster sites, flyering and digital advertising.

Box Office and Customer Service

- Work with the Front of House Manager and Box Office Manager to ensure efficiency of all booking and purchase processes and the highest levels of customer service, including troubleshooting customer service issues that are escalated.
- To brief the Box Office Manager on all new ticketing initiatives, processes and policy changes.
- To manage the Young Vic's refund and exchange policy, ensuring that any changes or temporary exceptions are signed off by the Executive team.
- To manage the customer communications and ticket management process for performance cancellations and Force Majeures.
- In collaboration with the Producer, maintain close control of house inventory, releasing holds and signalling slow selling performances.

Data and Systems Management

- Be familiar with latest Data Protection legislation and help to implement and uphold best practices at the Young Vic
- Develop, administer and manage the ticketing system in line with company policy and 'best practice' procedures and recommend improvements and updates as required to ensure best use of the latest technology.
- Be the Spektrix Lead for the Young Vic, ensuring relevant departments are able to access training and support and making best use of the ticketing aspects of the Spektrix system for all Young Vic ticketing processes.



General Duties

- Work closely with other departments within the company in relation to all ticketing and sales matters.
- Actively support the Young Vic's goal to become an anti-racist organisation, including applying anti-racist practice to ticketing and sales work, and help ensure an inclusive and safe environment is created for colleagues, including Welcome Team staff, who are Black or from the Global Majority
- To uphold and embody the Young Vic's company policies, including but not limited to our Equality, Diversity and Inclusion policy, Dignity at Work policy and Health and Safety policy.
- To actively participate in and support the work experience programmes of the Young Vic.
- Any other reasonable duties required to fulfil the objectives of this role and assist the Young Vic operation as a whole.

Personal Specification

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Essential

- Significant experience on Spektrix including ticketing set up, sales, and reporting
- Experience creating and monitoring pricing and ticketing strategies to maximise revenue, fill the house and develop new audiences
- Creative thinking, problem solving, strategic thinking and initiative.
- Experience of sales and financial reporting, including using Microsoft Excel to create ticketing reports and sales forecasts
- Experience of website management, troubleshooting issues and making improvements to the website user journey.
- Experience building shows and events on ticketing platforms, working with production and front of house teams to ensure accuracy and a positive customer experience.
- Experience creating bespoke offers and building new ticketing partnerships
- Excellent communication skills
- Excellent project management and planning skills



- Excellent data analysis and presentation skills
- Experience of working with ticket agents and reconciling ticket sales
- The ability to work with a range of people with sensitivity and respect
- An understanding of, and commitment to the principles of access, antiracism & representation, and disability in an arts environment.

Desirable

- Experience of working in a producing theatre or similar environment
- Experience using dynamic pricing and ticket releases to maximise ticket sales in line with demand.
- Confidence with Microsoft Excel pivot tables, graphs and advanced formulas
- Confidence in meeting different customer access requirements throughout the booking and visit experience
- Experience managing a website agency, raising tickets, testing fixes and co-ordinating maintenance.