

Job Description

Post Title

Group Ticket Sales Executive (Part-time, 21 hours per week)

Department/Location

Marketing and Communications, the Millers Oils High Performance Complex

Reports to

Head of Marketing

Purpose of the Role

To work with the Head of Marketing in relation to school liaison (including further and higher education providers) and engagement with junior football teams and other large organisations, to develop effective relationships and facilitate group ticket sales for home fixtures, thus generating additional revenue for the Company.

Functional Links

Internal:

Marketing and Communications Director
Ticket Office team
Marketing and Communications team
Supporter Services team
Finance team
Board of Directors
All staff and managers throughout the Club and Foundation

External:

Including, but not limited to:

Head Teachers/Principals, Teachers/Lecturers, and pupils in local schools, colleges, and universities
Football Coaches and players in local grassroots clubs
Scouting and Girl Guiding Groups
Customers
Other football clubs

Key Performance Indicators

- Evidence of increases in group ticket sales, in accordance with seasonal forecasts and budgets.
- Evidence of greater diversity in the fanbase, in accordance with the targets set out in the Terriers Together Equality, Diversity, and Inclusion Strategy.
- Excellent relationships with external organisations, which facilitate improved engagement with the Club and attendance at home fixtures.

Group Ticket Sales Responsibilities

Reporting to the Head of Marketing, the post holder will be required to:

- Proactively sell match day tickets and experiences.



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- Liaise with education providers including primary and secondary schools, colleges, and the University of Huddersfield, to raise awareness of forthcoming fixtures and ticketing initiatives.
- Lead on developing and managing the Terrier 7s initiative.
- Build relationships with junior football clubs, sports clubs, and community groups, through a personable approach, thus improving engagement with the Club and enhancing attendance at home fixtures.
- Develop new relationships with key personnel from local junior football clubs through outbound telephone communications and face-to-face activity.
- Liaise with local scouting and girl guiding groups to build relationships and engagement with the Club.
- Maintain an accurate and up-to-date contact database.
- Lead on match day operations by working with other departments to organise and deliver match day experiences, which may include Guard of Honour, flag bearing, and stadium tours.

This job description is not intended to be exhaustive, and the post holder will be required to undertake any other duties as required by the Head of Marketing, the Marketing and Communications Director, the Chief Executive Officer, and/or any other Senior Manager/Director.

Behaviour/Conduct

The post holder will be required to:

- Be proactive with workload and interventions.
- Seek to continually develop their skills and knowledge.
- Adopt an organised and structured approach to fulfilling the duties and responsibilities of the role.
- Communicate appropriately at all levels.
- Be flexible in hours of work.
- Be trustworthy and adhere to the Club's Code of Conduct and Ethics.
- Adhere to protocol and respect confidentiality in all matters, also protecting any data relating to the area of work in accordance with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR) 2018.
- Consistently demonstrate high standards of behaviour and appearance and encourage the same from others.
- Demonstrate a commitment to safeguarding and promoting the welfare of children and young people.



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- Respect others and behave in an inclusive and non-discriminatory manner, taking account of all protected characteristics as specified in the Equality Act 2010.

Additional Information

Safeguarding:

Huddersfield Town Association Football Club (HTAFC) Ltd. is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The post holder will also be required to undergo safeguarding training, to be agreed with the Head of Safeguarding.

Equality, Diversity, and Inclusion:

Huddersfield Town AFC and the Huddersfield Town Foundation are diverse environments in which we respect all characteristics under the Equality Act 2010; we want everyone to feel valued and included within the Club and Foundation and to be able to achieve their full potential.

We have a zero-tolerance approach to any form of discrimination, and we are committed to the redress of any inequalities by taking positive action where appropriate. All employees are required to always support and uphold this zero-tolerance approach.

Accepted by:

Name (Printed)

Name (Signed)

Date

This Job Description was prepared in September 2022.

The proposed review of this Job Description is July 2023.

Person Specification

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Group Ticket Sales Executive (Part-time, 21 hours per week)



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Area of Expertise	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Previous experience in a public relation or sales-oriented role. • Previous experience of working with and positively influencing a range of stakeholders. 	
Qualifications	<ul style="list-style-type: none"> • A good standard of general education including GCSE English and Maths at Grade A*-C/Grade 9-4. 	<ul style="list-style-type: none"> • A qualification in customer service, sales, business, or other relevant discipline. • Negotiation training.
Specific Skills and Knowledge	<ul style="list-style-type: none"> • Understanding of sales principles and customer service practices. • Excellent communication skills, both written and verbal. • Ability to work on own initiative and with minimal supervision. • Friendly and helpful personality. • Excellent IT skills. 	<ul style="list-style-type: none"> • Knowledge of the competitive football landscape in terms of affiliation with Huddersfield Town and/or other clubs. • Knowledge of match day arrangements, including provisions for children, families, disabled people, catering etc.
Additional Requirements	<ul style="list-style-type: none"> • Suitable to work in an environment in which there will be contact with children and young/vulnerable adults. • Committed to equality and diversity initiatives, and inclusive practice. 	<ul style="list-style-type: none"> • Flexible approach to work and working hours, to fulfil the requirements of the role.

