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| Job Title: | Assistant Head of Ticketing |
| Reporting to: | Head of Ticketing |
| Location: | The Hawthorns |
| Line Management Responsibility: | All ticketing staff and receptionists |
| Main Purpose: | To support the Head of Ticketing in the day-to-day management and delivery of all ticketing operations within a fast-paced sports environment, ensuring a smooth, efficient, and fan-focused service while contributing to revenue generation and operational excellence. |
| Working Hours | Full time which may include evenings, weekends and bank holidays as required and in line with business needs. |

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| DUTIES & RESPONSIBILITIES | | |
| Your main responsibilities for this role include, but are not limited to the following:   * Manage the ticket office and reception staff on a day-to-day basis. * Manage staff rotas to ensure adequate coverage across all shifts and matchdays. * Provide training and ongoing support on ticketing systems, policies, and procedures. * Assist in the setup of fixtures and events on the ticketing platform, including pricing structures, allocations, and promotional offers. * Oversee reconciliation of ticket sales for both home and away fixtures. * Manage ticket holds, complimentary allocations, and reservations. * Troubleshoot technical issues with the ticketing system and escalate as required. * Ensure accurate financial reporting and reconciliation related to ticket sales. * Handle staff queries and issues, promoting a positive working environment. * Deliver excellent customer service across all channels: phone, email, and in-person enquiries. * Handle and resolve customer complaints promptly and professionally. * Monitor and analyse ticket sales data, providing insight to help shape sales strategies. * Assist in the promotion of ticketing offers to maximise attendance and revenue. * Provide on-site support during events as required, including matchdays and special events. * Collaborate with other departments including Marketing, Communications, and Finance to ensure efficient and cohesive operations. * Maintain accurate records, reports, and documentation in line with club policies and data protection regulations. * To contribute positively to the Clubs vision and culture * To promote and adhere to the Equality, Diversity and Inclusion Policy and to work consistently to embed ED&I into everything. * To ensure the working environment is free from harassment and discrimination and any other form of unacceptable behaviour. * To fully participate in one-to-ones and departmental reviews and meetings. * To fully participate in annual and mid-term appraisals. * To understand the Club’s Safeguarding policy, procedures and best practice guidelines and use these to ensure appropriate and safe working practices applicable to the role. * To promote and assist with Safeguarding. * To carry out CPD and keep up to date with any training and updates relevant to the role. * To ensure the health & safety within the Club for self and others is adhered to at all times. * To carry out all responsibilities with due regard to the Club values and all policies and procedures, in particular Health & Safety, Equality and Diversity and Safeguarding. * To fully support and participate as requested in the Clubs internal group activities for EDI, sustainability and wellbeing. * To undertake all required training, including mandatory Club Equality and Diversity, Safeguarding and Health and Safety training.   The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned to the employee from time to time; or the scope of the job may change as necessitated by business demands. | | |
| PERSON SPECIFICATION | | |
| Essential Criteria | | **Desirable Criteria** |
| * Previous experience in a ticketing or box office environment, ideally within sport or live events. * Strong leadership and team management skills. * Familiarity with ticketing systems (e.g., Secutix, SeatGeek, Ticketmaster, or similar platforms). * Excellent communication and customer service skills. * Strong organisational and problem-solving abilities. * Full driving license * Right to Work in the UK | * Knowledge of EFL or Premier League ticketing regulations. * Experience in sales reporting and financial reconciliation. * First aid or health & safety training. | |

**Equality and Diversity**

West Bromwich Albion FC is an equal opportunities employer and is committed to provide equality and fairness for all employees and opposes all forms of unlawful and unfair discrimination and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status or pregnancy and maternity.

West Bromwich Albion Football Club also welcomes applications from suitably qualified members of the armed forces family.

**Applications will only be accepted when received through our online vacancy platform iRecruit:**

[**https://irecruit.efl.com/vacancies**](https://irecruit.efl.com/vacancies)

**Safer Recruitment**

West Bromwich Albion is committed to safeguarding and promoting the welfare of children, young people and adults at risk, therefore expects all staff and volunteers to share this commitment.

WBA’s Safeguarding, Equality and Whistleblowing policies can be accessed here <https://www.wba.co.uk/club/about-us/club-policies>

It is unlawful for the Club to employ anyone who is involved with regulated activity who is barred from doing so and we will carry out rigorous pre-employment checks and screening.

A DBS, References, Qualifications, Proof of Identity and Right Work in the UK checks will be required and carried out for this post.

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| **Signed** | **Name** | **Date** |
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