

Job Description

Fan Engagement and Event Executive



JOB DESCRIPTION	
Job Title	Fan Engagement and Event Executive
Salary	£18,000 – £21,000
Location	Rodney Parade, Newport – occasional requirements at other venues in the region.
Hours of work	Monday – Friday 9:00am to 5:00pm. As well as event days. Additional hours will be required in the evenings and on weekends.
Responsible for	Casual staff in ticketing & retail
Contractual Status	Permanent, Full Time • Subject to a 6-month probationary period
Role Summary	<p>The successful candidate will be responsible for working with the Ticketing & Retail Manager to assist in customer marketing operations and help deliver the Dragons marketing and engagement strategy across all channels.</p> <p>This is a front of house customer service role, that will incorporate effective management and staffing of casual workforce in ticketing and retail, as well working directly with the marketing and operations teams to deliver first class events and high-quality customer service.</p> <p>Growing the number of customer data records, plus data management and analysis are high priorities to enable targeted digital campaigns.</p> <p>Self-starter with confidence and excellent interpersonal skills required.</p>
Key Relationships	<ul style="list-style-type: none"> • Senior management team • Dragons / Newport County AFC / WRU Staff • Appointed sports marketing agency • Ticketing solutions provider/s • Sponsors and Commercial Partners • Box Holders • Business Club Members • Season ticket holders • Media and Broadcast Partners • Governing bodies including WRU, PRO14, EPCR, FA and EFL
Key Responsibilities, Tasks and Activities	<ul style="list-style-type: none"> • To identify and execute marketing initiatives across the region and at Rodney Parade – specifically to drive fan attendance and data collection. • Fulfilment of the Dragons contact strategy to increase engagement and drive ticketing and membership sales to meet target • Ensuring a superior standard of customer service is delivered across the entire organisation particularly across ticketing and retail functions at a busy sports venue with two pro sports teams • Manage applications and allocation, processing and fulfilment of: <ul style="list-style-type: none"> ➢ Season ticket memberships and event ticket/pass distribution; ➢ Contractual ticketing requirements including hospitality, complimentary tickets for sponsor/partners, tournament organisers, media, staff and VIP passes as required; • Management of customer data records to build customer segmentation for targeted marketing campaigns within latest data legislation • Generating daily reports, accumulated, venue, ticket type and other sales reports as required. • To supervise and assist with the day-to-day running of the ticket office, club shop and co-ordinating promotional activity • Responsibility for overseeing the scheduling and management of casual ticket office and retail staff.

Continued professional Development	WRU Gwent Ltd are committed to providing CPD for the successful candidate. We expect the successful candidate to undertake available training courses and research to enhance personal knowledge, skills and experience.
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PERSON SPECIFICATION	
Self-sufficient team player who has a personable approach and passion for sport. This opportunity is perfect for someone who enjoys a challenge, demonstrates leadership potential and who wishes to be part of a growing business located in Newport city centre. Strong communication and interpersonal skills are essential	
Experience	<ul style="list-style-type: none"> • Minimum one-year experience in a marketing or customer service role, with event or ticketing experience preferable. • Experience in email marketing and with social media platforms • Experience in managing and analysing customer data • Ability to work in a high-pressured environment, with competing priorities, stakeholders and deadlines. <p>Exceptional attention to detail, with strong written and verbal communication skills</p>
Skills & Qualifications	<ul style="list-style-type: none"> • Strong interpersonal skills and relationship management. • The ability to work on their own initiative, effectively both as an individual and as part of a team. • Excellent IT Skills, specifically Microsoft Word, Excel & PowerPoint. • Excellent written and verbal skills. • Knowledge and usage of the Venuemaster system or similar ticketing system is desirable.
Key Competencies	<ul style="list-style-type: none"> • Team Working and Personal Impact • Managing the Customer Relationship • Planning and Control • Communication and Influencing • Attention to Detail • Leading Others
Other	<ul style="list-style-type: none"> • Valid UK driving licence is required • An understanding and commitment to equal opportunities in employment and sport • All employees must work in accordance with the Sustainable Development policies of the group • An understanding of individual responsibility in complying with the Health and Safety policies and arrangements

The closing date for applications is Tuesday 30th July.

To apply for the job role above, please send an up to date CV and cover letter to ticketing@dragonsrugby.wales