



**TITLE OF POSITION:** Senior Ticketing Manager

**REPORTS TO:** Head of Ticketing & Inventory Management

**OFFICE LOCATION:** Sydney, Australia

**CONTRACT TYPE:** Fixed Term, December 2027

### ROLE OVERVIEW

The Senior Ticketing Manager supports the delivery of ticketing and inventory operations across Men's Rugby World Cup 2027 Experiences, ensuring accuracy, control and service quality. This role is responsible for day-to-day ticketing operations, effective strategy execution and high standards of customer service and operational efficiency. The Senior Ticketing Manager plays a key role in event-day delivery, data integrity and stakeholder collaboration to manage risk, optimise inventory utilisation and support commercial outcomes.

### MAIN ACCOUNTABILITIES

- **Ticketing Operations:** Deliver world class event-level ticketing operations and support the execution of agreed ticketing strategies to ensure accurate inventory management and contractual compliance across all events.
- **Strategy Implementation:** Support the implementation of ticketing strategies at an operational level, ensuring plans are translated into effective day-to-day delivery.
- **Ticket Allocation:** Coordinate ticket allocations by event, venue, package and category to maintain control, availability and efficient use of inventory.
- **Inventory Control:** Monitor ticket inventory throughout the sales and delivery lifecycle, identifying discrepancies and supporting timely resolution.
- **Customer Experience:** Support the effective use and ongoing optimisation of ticketing systems and processes to maintain high standards of customer service.
- **Risk Management:** Identify, monitor and escalate ticketing and inventory risks, supporting accurate forecasting and operational delivery planning.
- **Stakeholder Coordination:** Work closely with internal teams and external partners to ensure aligned, timely and efficient ticketing delivery.
- **Data Management:** Maintain accurate and reliable ticketing data across multiple systems to ensure data integrity and reporting confidence.
- **Reporting & Insights:** Produce regular and ad-hoc reporting to support forecasting, budget management and informed decision-making.
- **Event Delivery:** Lead ticketing operations on event days, acting as a key escalation point to ensure smooth execution within agreed governance frameworks.
- **Process Improvement:** Identify and contribute to continuous improvement initiatives across ticketing operations and delivery processes.
- **Team Support:** Support team members, including supervision of direct reports where applicable, providing guidance and on-the-job support to strengthen operational capability.

### KEY EXPERIENCE

- **Ticketing Systems Experience:** A minimum of 3 years' experience working with ticketing systems and processes for large-scale sporting or live events, with a strong focus on accuracy and operational delivery.
- **Delivery & Planning:** Ability to map out, plan and coordinate requirements, processes and resources to support effective project delivery across multi-disciplinary teams.
- **Stakeholder Management:** High-level experience working effectively with internal teams and external stakeholders to support aligned operational delivery, programme objectives, and strategic business goals.
- **Operational Analysis & Execution:** Strong analytical skills with the capability and ability to apply data insights to day-to-day operations, improving ticketing performance, customer experience and satisfaction.

### DESIRABLE COMPETENCIES

- **Communication & Collaboration:** Clear and effective communicator, able to work collaboratively across teams to support seamless delivery outcomes.
- **Adaptability & Initiative:** Proactive and adaptable, with the ability to manage multiple priorities in a fast-paced operational environment.



- **Technical Proficiency:** Confidence and excellent proficiency in Microsoft Office, particularly Excel, to manage, analyse and report on ticketing data effectively.
- **Results Orientation:** Demonstrates a collaborative, delivery-focused approach, contributing positively to team performance and shared project goals.

**A passion for sports is beneficial but not essential.**

## WHO WE ARE

**STH Group** is a **Sodexo Live!** company, with offices in London, Miami, Auckland, Sydney and Melbourne, enabling a truly global reach and service offering.

Our Company partners with event owners to make the biggest sporting events in the world – even better! From the Olympic Games in London and Tokyo, the Cricket World Cup in England & Wales to the Rugby World Cups in Japan, England, New Zealand and France, our award-winning team cover the globe to create travel and hospitality programmes with one simple ambition – to leave sports fans knowing they have just been part of an experience of a lifetime.

At STH, you **belong to something greater**; our experiences are unique and so are our people. Bring personality, your background and your desire for delighting others; in return we'll give you all you need to thrive. Through joining STH, you will be part of an inclusive and driven culture, that focuses on collective success and empowerment; we thrive on making the memorable, unforgettable for thousands of global sporting fans. We champion the ethos of the sports teams we represent and ensure our culture is one that is opportunity driven, both for the customers we serve – and the people who make them possible!

## WHAT WE STAND FOR

STH Group identify the below values as fundamental commitments for every member of our team. Like the athletes we admire and connect with fans, we use these as our guiding compass in everything that we do, which supports a “one-team” mentality, culture-code and aligned directive.

- **Service Spirit:** We are customer obsessed, encouraging our teams to anticipate expectations and take pride in all services they deliver.
- **Spirit of Progress:** We strive to be trailblazers, we seek continuous improvement and innovation in everything that we do.
- **Team Spirit:** We thrive on winning together, delivering exceptional outcomes for our customers, employees, partners and the communities in which we operate.

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