



TITLE OF POSITION: Senior Ticketing Manager
REPORTS TO: Head of Event Delivery / dotted line to Group Head of Ticketing
OFFICE LOCATION: Sydney, Australia

ROLE OVERVIEW

We are looking for an experienced Senior Ticketing Manager to work in our Event Delivery team to be a pivotal player in delivering exceptional ticketing services for an upcoming major global event. This role focuses on managing daily ticketing operations, developing and implementing ticketing strategies, and maintaining high standards of customer service and operational efficiency to enhance fan experiences.

MAIN ACCOUNTABILITIES

- **Ticketing operations and strategy implementation:** Lead the development and execution of comprehensive ticketing strategies to optimise inventory management and event delivery, ensuring we meet contractual obligations and deliverables through efficient and seamless operational execution across all events.
- **Ticket allocation and distribution:** Coordinate with the Group Head of Ticketing and STH Australia Ticketing team to ensure that ticket allocations by event, venue, package, and category are efficiently managed and meet all relevant requirements.
- **Customer ticketing experience:** Guide the development and optimisation of ticketing systems and technology to improve customer service and operational efficiency.
- **Risk assessments:** To work proactively and cross-functionally with STH teams on continued risk-assessments associated with ticket inventory, financial forecasting, and operational delivery planning.
- **Stakeholder communications:** To build, strengthen and own key relationships with internal and external stakeholder and partners.
- **Data management and reporting:** Owning the creation and management of ticketing data across multiple systems; interpreting, analysing and manipulating data into a functional format for key stakeholders to aid in financial forecasting and budget management.
- **Operational delivery:** Lead event day ticketing operations, being a key escalation point, decision maker and supporting the wider tournament and programme delivery plan.
- **Process Improvement:** Identify growth and development opportunities across STH programmes and processes, working collaboratively to bring about change.

KEY SKILLS AND EXPERIENCE

- **Ticketing Systems Experience:** A minimum of 3 years of experience with ticketing systems and processes for large-scale sporting events.
- **Leadership and Strategic Planning:** Ability to map out requirements, processes and resources needed to deliver on projects, and lead on the delivery across multi-disciplinary teams.
- **Stakeholder Management:** High-level stakeholder management with internal and external stakeholders to support operational and strategic goals.
- **Operational Analysis and Execution:** Strong analytical skills with the ability to apply data insights into daily operations, enhancing ticketing processes and customer satisfaction.

DESIREABLE COMPETNCIES

- **Communication and Collaboration:** Effective communicator with the ability to foster teamwork across departments, ensuring **seamless** execution of ticketing strategies.

SPORTS TRAVEL AND HOSPITALITY LIMITED

Avalon House, 72 Lower Mortlake Road, Richmond TW9 2JY

www.sportstravelhospitality.com



- **Adaptability and Initiative:** Highly adaptable and proactive, capable of managing multiple priorities in a dynamic environment.
- **Technical Proficiency:** Excellent proficiency in Microsoft Office, especially Excel, to manage and analyse ticketing data effectively.
- **Collaboration and results orientation:** Demonstrable ability to work effectively in a team environment, ensuring collaboration across departments to meet and exceed 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, Auckland 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 of 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.

SPORTS TRAVEL AND HOSPITALITY LIMITED

Avalon House, 72 Lower Mortlake Road, Richmond TW9 2JY

www.sportstravelhospitality.com