

TITLE OF POSITION: Ticketing Manager
REPORTS TO: Head of Event Delivery UK / *dotted line to Group Head of Ticketing*
NUMBER OF DIRECT REPORTS: None
OFFICE LOCATION: Richmond, London
CONTRACT TYPE: Fixed term, October 2025

ROLE OVERVIEW

We are looking for an experienced Ticketing Manager to join our STH UK team, supporting the Head of Event Delivery and Senior Ticketing Manager in delivering exceptional ticketing services for major sporting events, including women's sports. 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

- **Support ticketing operations and strategy implementation:** Assist in the deployment of comprehensive ticketing strategies to ensure efficient event execution and optimal use of ticket inventory.
- **Facilitate ticket allocation and distribution:** Coordinate with the Head of Event Delivery and Senior Ticketing Manager to ensure that ticket allocations by event, venue, package, and category are efficiently managed and meet all relevant requirements.
- **Enhance customer ticketing experience:** Contribute to the development and optimisation of ticketing systems and technology to improve customer service and operational efficiency.
- **Conduct detailed risk assessments:** Regularly evaluate risks associated with ticket inventory and contribute to the management of the ticketing budget under the guidance of the Head of Event Delivery.
- **Manage stakeholder communications:** Act as a key liaison for ticketing matters, ensuring clear and effective communication between internal teams and external partners.
- **Support data management and reporting:** Assist in managing ticketing data and preparing accurate sales and inventory reports to aid in financial forecasting and budget management.
- **Implement operational and strategic plans:** Work under the direction of the Head of Event Delivery to realise contractual requirements and deliverables for STH programmes, ensuring collaborative and effective operational delivery.
- **Operational delivery:** Manage event day ticketing operations, supporting the Senior Ticketing Manager and wider tournament and programme delivery plan.

KEY SKILLS

- **Ticketing Systems Experience:** A minimum of 2-3 years of experience with ticketing systems and processes for major events.
- **Project Coordination:** Demonstrable ability to manage complex projects and coordinate efforts across multi-disciplinary teams.
- **Stakeholder Management:** Skilled in managing relationships with internal and external stakeholders to support operational and strategic goals.

DESIREABLE COMPETNCIES

- **Operational Analysis and Execution:** Strong analytical skills with the ability to apply data insights into daily operations, enhancing ticketing processes and customer satisfaction.
- **Communication and Collaboration:** Effective communicator with the ability to foster teamwork across departments, ensuring seamless execution of ticketing strategies.
- **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.