



# VACANCY

RUGBY LEAGUE WORLD CUP 2021 LTD (RLWC2021 LTD)

## TICKETING OPERATIONS LEAD

LOCATION; MANCHESTER, HOWEVER COULD BE FLEXIBLE, SOME DOMESTIC TRAVEL REQUIRED

**£40,000 - £45,000**

### WHO YOU'LL BE WORKING FOR:

In 2021, England will host the largest team sporting event in the world that year - the Rugby League World Cup, which will be the biggest and best ever in its history which dates back to 1954 when the tournament began.

32 competing nations in the men's, women's and wheelchair competitions will play in 61 matches across 21 venues, including St James' Park, Elland Road, Anfield, Emirates Stadium and Old Trafford. The most inclusive sport played in the biggest venues across the country.

*"We are on a mission to create inspirational moments that excite, engage and leave a long-lasting legacy."*

Led by our values of being bold & brave, world class, authentic and inclusive, we are looking for the best talent to join our team.

### WHAT IT'S LIKE IN OUR TEAM:

We have a 'start-up' culture with a 'high bar' mentality to everything we do - we need to ensure that all touch points of the tournament are world class.

We require innovators and have to create an environment where all our teammates flourish.

We have a leader-leader culture (not followers), with each teammate taking responsibility and accountability for their actions and results to move the business forward - we want people with a glass half full mindset!

We move at pace and have plenty to achieve in the next two years, so need people who are hungry to use their skills and experience but also have a desire to learn more.

With a great choice of rewards and training, we provide a progressive culture to learn and develop your career.





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## OVERVIEW OF THE ROLE:

Be responsible for assisting the Head of Customer in, managing and deploying ticketing operations to help deliver RLWC2021 vision and objectives on budget, on time, on brief and with demonstrable success.

The Ticketing Operations Lead will be involved in the planning and delivery of RLWC2021 ticketing programme including but not exclusively; the sales strategy, pricing, ticketing operations, resourcing and customer service for RLWC2021.

The role will help to maximise ticketing revenues and optimise attendance at all matches across the Mens, Womens and Wheelchair Tournaments, through a fair and transparent system which provides value for money for spectators in a safe and fun environment. The Ticketing Operations Lead will be responsible for implementing the ticketing strategy across all 21 venues.

The role will have a highly collaborative approach with multiple partners and will contribute to the tournaments vision of staging the biggest and best ever World Cup that benefits the sport in the long term.

## WHAT YOU'LL BE DOING:

- Day to day management of the appointed ticketing provider to deliver the ticketing website, help provide customer support, provide the senior leadership team timely information and reporting tools.
- Establish and maintain close working relationships with the venue and event operations to ensure the selected venues are mapped out and managed efficiently.
- Support the delivery of the public ticket ballot for the tournament including working with the Customer lead on the route to market and narrative.
- Support in the delivery of the tournament pricing strategy considering scheduling, stadia segmentation and price points.
- Ensure accurate ticket sales reporting measures are embedded across the RLWC2021.
- Collaborate with the Commercial Team to ensure the seamless customer journey for the sale of merchandise, travel and hospitality.
- Work with the Senior Leadership team to understand, agree and manage client group ticket allocations/distribution for sponsors, partners, teams, VIPS and other guests.
- Deliver event day operations at each venue, including set up of any ticketing facilities and implementation of a ticket resolution service to satisfy customer needs.
- To lead, motivate and mentor staff within the ticketing team.
- To support any consultants appointed to ensure they add value to the ticketing team.
- Work with other members of the customer team to assist in the development of database customer profiles and purchase behaviour segmentation by product line.
- Develop and maintain close working relationships with internal teams. Anticipate their



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needs, suggest ideas, identify potential problems and provide suitable alternatives where appropriate.

- Maintain an up-to-date knowledge of technical competency areas and take a proactive approach to self-development and performance improvement.
- With the Head of Customer, plan and agree your personal achieve and develop plan.
- To actively contribute to RLWC2021's values of being Bold and Brave, World Class, Authentic and Inclusive.

## SKILLS AND EXPERIENCE REQUIRED:

- Degree level educated, ideally with a business or related degree.
- Proven experience of planning and delivering world class ticketing operations including the management of a ticketing service provider for a major sporting or other event.
- Proven experience of developing ticketing websites focusing on integration for positive customer experience and the technical skills to work in the back office environment
- Strong project management and organisational skills and attention to detail, including managing budgets.
- Ability to deliver against tight timeframes to high standards.
- Experience of leading volunteers and developing rosters
- Skilled in the use of analytical tools to measure ticketing performance/effectiveness towards agreed team Key Performance Indicators (KPI's).
- Experience of successfully working with and building excellent relationships with a diverse range of stakeholders and partners in a complex and pressured environment.
- Self-motivated and dynamic personality with entrepreneurial and strategic thinking skills and the ability to be proactive and flexible.
- Excellent communication skills, with individuals from all nationalities and cultural backgrounds with different language abilities.
- Display a high degree of computer proficiency.
- Full professional proficiency in English (both oral and written)

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- The successful candidate with report into the Head of Customer.
  - Flexibility is available on location, with frequent travel and time required in Manchester and other areas of the UK.
  - To apply please send us a covering letter of why you think you're suitable for the role, and an overview of your experience via a CV no longer than 4 pages to [Darcy.Shea@rlwc2021.com](mailto:Darcy.Shea@rlwc2021.com)
  - The closing date for applications is **Monday 3 February 17:00**
  - Interviews will be held between **Monday 10 February and Friday 21 February.**
  - The Rugby League World Cup 2021 is committed to equality through diversity.
  - More information is available at [www.rlwc2021.com](http://www.rlwc2021.com).
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