

WOMEN'S CRICKET 2021

TICKETING MANAGER

Reporting to: Head of Marketing & Communications
Team: Marketing & Communications
Location: Auckland
Term: Fixed Term, Full Time

WHO WE ARE

In 2021, New Zealand will host the ICC Women's World Cup for the 3rd time, and the 12th instalment overall. This is the pinnacle of women's cricket globally and an opportunity for you to join the team behind the tournament. In 2017 over 180 million people watched the tournament, and this audience will increase in 2021 with all the matches broadcast live for the first time. It is set to be the largest women's sporting event held in New Zealand, at the forefront of women's sport, and specifically women's cricket globally.

OUR VISION

Our vision for the tournament is to 'Own the moment and lead the change', through the following objectives:

- Connect with the world
- Entertain the world
- Inspire the world
- Excellence in our world

WHERE YOU FIT

The Ticketing Manager is part of the Marketing & Communications team and will work closely with the Head of Marketing & Communications, and wider team, to deliver the event to ICC and Local Organising Committee (LOC) requirements. You will be primarily responsible for the operational delivery of a ticketing plan to ensure effective and efficient delivery of event ticketing across all categories of tickets. You will be the key link between ticketing and sales, managing ticketing agents and their marketing schedule and monitoring successful distribution of tickets. You will have relationships with all internal functional areas, and external stakeholders including the ICC, NZC, NZ cricket network, venues, host cities and suppliers.

YOU'LL LOVE THIS JOB IF ...

- You are passionate about cricket or sport
- You are a natural problem-solver and self-starter
- You have strong communication and listening skills
- You are highly organised and can plan and prioritise your time
- You are calm and pragmatic under pressure
- You strive to go above and beyond expectations

SPECIFICALLY, IN THIS ROLE YOU'LL BE ...

- Developing and implementing a ticketing strategy that is designed, and can be monitored as it progresses, to effectively deliver tickets to the right people at the right time
- Working with our marketing and communications team, and the ICC, and ensuring all ticketing sales materials adhere to brand and visual identity guidelines
- Managing the ticketing providers marketing schedule to ensure assets are delivered and content is provided to fill any ticketing marketing placements
- Coordinating sponsor allocations and self-service management of ticket processing and identifying additional opportunities to leverage sponsor groups
- Staying across any ticketing agreements and ensuring all contract terms are enforced and services delivered on a timely basis to maximise engagement and attendance
- Responsible for stadium filling strategy and execution

ADDITIONALLY, YOU WILL ALSO BE ...

- Developing departmental strategies that align with and support the overall strategy
- Developing, implementing and enforcing functional governance, compliance and policy frameworks
- Identifying and managing risks and proactively taking part in the overall risk management strategy
- Providing detailed and timely reporting on progress with strategy, budget, timelines, risks etc.
- Striving for world class standards across all areas for operational excellence
- Collaborating in cross organisation project teams and ensuring the needs of all areas are considered
- Developing budgets and assisting in the development of the department budget
- Managing all areas of expenditure within budget and highlighting any issues as necessary
- Achieving cost savings where possible and ensuring WWC2021 is efficiently run
- Managing and maintaining relevant internal relationships through all stages of operations
- Developing and maintaining key external stakeholder and third-party partnerships
- Nurturing these functional relationships and fostering a spirit of teamwork and cooperation

YOU'LL HAVE ...

- Experience in marketing or ticketing roles that drive ticket production and delivery
- Extensive understanding of ticketing systems, processes and procedures
- Experience managing and influencing a range of internal and external stakeholders
- Strong commercial acumen skills with ticketing/sales reporting and trending
- Excellent written and verbal communication skills, including for public presentation
- The legal entitlement to work in New Zealand

YOU'LL RECEIVE ...

- A competitive salary, 20 days annual leave and KiwiSaver contributions
- Fresh fruit delivery twice a week, and drinks and snacks on a Friday afternoon
- Annual flu injections and access to the Employee Assistance Programme (EAP)