

## **COVENTRY CITY OF CULTURE TRUST TICKETING OFFICER**

**Reports to HEAD OF TICKETING**

**Role:** Ticketing Officer  
**Salary:** £22,000 to £25,000 per annum dependent on experience

### **CONTEXT**

In July 2020, we announced that Coventry's City of Culture programme will start in May 2021 and run for 12 months, allowing us to keep our promise to the city and region - to deliver an extraordinary year while providing some much-needed certainty and resources to our artists and communities.

This is your opportunity to be part of telling the story of the city that moves.

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021. Now that we have been successful in securing the prestigious title, we are recruiting the team ready to deliver an ambitious UK City of Culture year in 2021/22 and legacy.

We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry in 2021/22
- 80% of the city's residents experiencing at least three events in 2021/22
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Making long-lasting, tangible social change in Coventry
- Transforming who holds the power to create and curate in the city
- Starting a wave of cultural investment across the region

### **JOB DESCRIPTION**

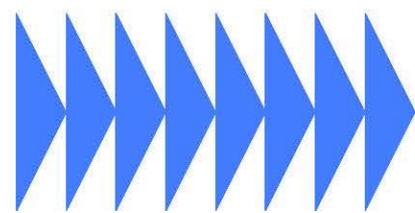
To co-ordinate the administration of all aspects of ticketing for Coventry UK City of Culture 2021. The postholder will be responsible for working with the Head of Ticketing and partners at The Ticket Factory to deliver the Trust's ticketing strategy to achieve ambitious audience and income targets and an associated loyalty programme. They will also work with partners across the city who will also be using the Trust's ticketing system.

**COVENTRY CITY OF CULTURE TRUST  
C/O THE HERBERT ART GALLERY & MUSEUM, JORDAN WELL, COVENTRY, CV1 5QP  
WWW.COVENTRY2021.CO.UK**

REGISTERED ADDRESS: THE HERBERT ART GALLERY & MUSEUM,  
JORDAN WELL, COVENTRY, CV1 5QP, COMPANY NUMBER: 09808960  
CHARITY NUMBER 1165639, LIMITED BY GUARANTEE  
REGISTERED IN ENGLAND AND WALES

## THE ROLE

- Provide administrative support using the City of Culture ticketing system provided by The Ticket Factory, the City of Culture CRM system (Microsoft Dynamics) and other third-party integrations
- Compile, check and approve event set up information for ticketed events according to guidelines provided by the Trust
- Administration of the Trust's Loyalty Programme
- Process internal and external ticket requests for stakeholders including Trust team members, sponsors and partners
- Create sales reports for Senior Management Team and Trust colleagues as required
- Support the delivery of the Trust's marketing, communications, and audience development plans, in particular testing sales channels for User Experience
- Support accessibility across the Trust's ticketing operations both in terms of physical locations and accessible pricing
- Line manage the Ticketing Apprentice once in post
- Support partners to upload their own events to the City of Culture ticketing system and moderate submissions
- Check financial reconciliations with The Ticket Factory and the Trust's Finance Department
- To ensure the ticketing operations are in line with the Trust's environmental and green ambitions
- Supervise Ticket Office shifts at City of Culture events and Ticket Offices.
- To work flexibly as a member of the Coventry 2021 team and contribute to delivering other elements of the team's work programme as required
- Actively engage with the organisation's vision and policies regarding equal opportunities and diversity, artistic ambition, participation and engagement, health and safety, monitoring and evaluation
- To be aware of, and undertake to comply with the Trust's GDPR, Health and Safety and Diversity and Equality Policies



## PERSON SPECIFICATION

- Experience of ticketing, ideally working in a Box Office or Ticket Agency
- Experience of using a customer relationships management system
- Excellent literacy and numeracy with accuracy and attention to detail particularly when providing regular reports
- Enthusiasm for the ticketing industry and ambition to stay at the forefront of the development of new and better ways to sell tickets
- Be an effective communicator, able to build and maintain relationships with colleagues, agencies and partners
- A personal and professional interest in Arts, Culture and Heritage
- Excellent organisational and time-management skills and ability to prioritise a diverse workload
- Attributes of diplomacy, confidentiality, trust and respect for colleagues and partners
- To be based in, or be willing to move to within commuting distance of, Coventry

## GENERAL

We aim to reflect all the city's communities in our workforce and as such candidates from currently under-represented groups, including those with disabilities, are especially encouraged to apply.

We are looking to build a team of people from a range of backgrounds and range of experiences. We can provide mentoring and training/support to less experienced candidates. Training and talent development within the Trust team and within the wider sector is central to our approach. All postholders are expected to participate in training and development activity and to contribute time and expertise to supporting our training programmes on site and occasionally off site.

This list of responsibilities is not exhaustive and team members will be required to perform duties outside of this as operationally required.

## PROCESS

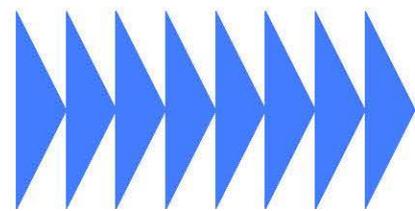
Please submit up to a 2-page letter plus an up to date CV addressing your interest and suitability for the post using the above personal specification as a guide.

Coventry City of Culture Trust is committed to equal opportunities and will treat all applications fairly based on written submissions, please complete the anonymous equal opportunities form available at [www.coventry2021.co.uk/jobs](http://www.coventry2021.co.uk/jobs)

Applications should be sent in PDF format to [recruitment@coventry2021.co.uk](mailto:recruitment@coventry2021.co.uk)



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@COVENTRY2021



## TIMETABLE

**Advertised** – 1<sup>st</sup> September 2020

**Applications close** – 12 noon, 30th September 2020

**Interview date** – 15th October 2020

Following government guidelines, interviews will likely be held via video conferencing software.

**Salary** – £22,000 to £25,000 per annum dependent on experience

## TERMS AND CONDITIONS

- This is a fixed term post until July 2022.
- The post is working 39 hours (excluding 30 minute/1-hour lunch) per week Monday – Friday at hours to be agreed between 9am and 6pm with frequent evening work to see shows and events. Flexible working may be agreed.
- The salary is paid monthly in arrears.
- If asked to work additional hours at the weekend, Time Off in Lieu will be given if approved in advance with the Line Manager.
- Pension auto-enrolment is applicable and employer contributions are currently 3%. The Trust's appointed pension provider is NEST. Further details are available.
- Holiday 33 days per annum including public holidays. Holiday must be taken at a time to suit all colleagues.
- Main place of work is the Trust's Office with frequent attendance at meetings offsite. However, given current government guidelines all Trust employees are currently homeworking. The successful candidate will be welcomed into the Trust and supported through a remote induction process.
- There is a probation period of three months during which time the notice period is one week; on confirmation of appointment the notice period is one month.
- On appointment the successful candidate must be able to provide the correct documents as proof of their right to work in the UK for duration of the contract.
- The candidate's contract of employment with the Trust does not come into force until the first day of work.

For more information about the Coventry 10-year Cultural Strategy visit [www.covculture.com](http://www.covculture.com) and for more information about Coventry UK City of Culture 2021 visit [www.coventry2021.co.uk](http://www.coventry2021.co.uk).



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