

# Head of Ticketing Operations

The Head of Ticketing Operations is responsible for the strategic leadership, performance and development of the stadium ticketing function. The role ensures that ticketing activity maximizes income, supports audience growth, delivers excellent customer experience and provides high-quality data and insight to inform organizational decision making. The role provides oversight of pricing, sales channels, CRM and audience insight, while overseeing day-to-day operational delivery. The role acts as the organization’s senior authority on ticketing systems, sales performance, and data governance.

**Key Responsibilities:**

- Collaborate with the Commercial Strategy Director to develop and implement the stadium’s ticketing strategy in alignment with organizational priorities, revenue targets, and audience development goals
- Manage ticket pricing, discounting, and yield strategies to balance revenue generation, accessibility, and audience growth
- Monitor ticket sales performance against targets, forecast revenue, and adjust pricing or inventory strategies in response to demand and market trends
- Oversee all ticketing systems, CRM platforms, and third-party integrations to ensure effective configuration, data integrity, and operational efficiency across events and sales channels
- Manage event on-sales processes, including CRM setup and ticket inventory configuration, ensuring accuracy and operational readiness
- Ensure a high standard of customer experience across all ticketing and box-office operations by establishing and maintaining customer service standards
- Develop and enforce ticketing policies and procedures, including refunds, exchanges, discounts, and accessibility provisions, ensuring consistency and compliance
- Utilize CRM and ticketing data to generate insights that support reporting, marketing initiatives, and audience development strategies
- Ensure compliance with data protection regulations and organizational policies related to customer data management within the ticketing function
- Lead and develop the ticketing team by providing clear direction, performance management, training, and operational oversight to ensure efficient service delivery

Experience Minimum Requirements	Education Minimum Requirements
8-10 years in ticketing, box office operations, and/or CRM leadership (ideally within a sports/entertainment venue environment)	Bachelor’s degree in business, Finance, Marketing, Sports Management, or related field is preferred