

JOB DESCRIPTION



Job Title	Senior Ticketing Manager	Duration	FTC
Division	Commercial	Hours/FTE	36 hours per week
Dept	Omnichannel	Salary	£40,000 per annum
Reports to	Head of Omnichannel	Direct Reports	2

Context

The V&A is a family of museums dedicated to the power of creativity – its power to entertain and move, to enrich our lives, open our minds and change the world. We celebrate and share that power through a program of exhibitions, events, educational and digital experiences, a collection of 2.8 million objects, and through our support for new works and commitment to conservation, research and sustainable design. Together, our work tells a 5,000-year-old story of creativity, helping to advance cultural knowledge everywhere, and inspiring the makers, creators and innovators of today and tomorrow.

The V&A is committed to creating a world class visitor and learning experience across all V&A sites and collections while looking to diversify and increase private and commercial funding sources. The V&A's newly created Commercial division is responsible for delivering best-in-class commercial propositions for our audiences that augment and enrich their experience of the V&A, whether that be at our sites or online. The division leads the V&A's business-to-customer commercial activity (Omni Channel (Ecommerce/ticketing/contact Centre), Membership, Academy, Retail, FOH/Catering and Publishing), helping to deliver rewarding experiences and build lasting relationships with current and future V&A audiences, driving value and financial contribution in the process.

Sitting at the heart of the V&A's Commercial division this role is responsible for supporting the V&A's exciting events and exhibitions program at V&A South Kensington, Young V&A in Bethnal Green and our new sites in V&A East, this team is responsible for providing an efficient and flexible event setup service for internal stakeholders in addition to a seamless ticketing and event experience for museum visitors on site and online.

Purpose of the Job

This role is responsible for building and managing a small team to deliver event setup and ticketing services across the V&A's museums. This includes the set-up of non-ticketed events as well as tickets for major exhibitions, courses, workshops and many other events across the V&A's exciting and wide-ranging public programme.

With a passion for service delivery, data and analytics, you will work in partnership with colleagues in the marketing, visitor insight and omnichannel teams to implement the V&A's pricing strategy and monitor conversion and customer behaviour across all channels, both on-site and online. You will become the V&A's expert on the set-up of exhibition tickets, working closely with the Audience Insights team to advise on capacity, membership numbers and ticket types; decisions that are central to the V&A's commercial strategy.

Acting as the business owner for Galaxy, the V&A's ticketing system, you will work closely with colleagues in Technology to prioritise developments on the roadmap for this platform. With strong communication and influencing skills, you will work with colleagues across the V&A's museums on an ambitious plan to redesign our approach to events and ticketing; simplifying and standardising processes, delivering a new user journey for internal stakeholders and delivering a seamless service for all of our visitors throughout London.

Key Responsibilities

- Deliver the effective set-up of events and exhibitions on our ticketing system, ensuring that all ticket launches are planned and implemented effectively and that any challenges are resolved quickly with minimal customer impact. Develop management reporting tools, including KPIs, to enable management and improvement of team performance.
- Directly line manage the Ticketing team, providing leadership and support including induction training, coaching, performance management and team meetings, to inspire exceptional performance and deliver efficient working practices.
- Act as business owner for the V&A's ticketing system (Galaxy), working with the Product Manager in the Technology team to prioritise developments on the roadmap and working with colleagues in other teams to understand the wider business impacts of decisions.
- Work closely with senior colleagues in the Contact Centre, Visitor Experience, Operations and Commercial teams to deliver a unified customer experience journey for ticketing online and onsite. Develop consistent methodologies for managing capacity in a way that maximises commercial opportunities whilst adhering to health and safety requirements and customer experience guidelines.
- Working in partnership with the Technology team, develop reporting and KPIs to monitor ticket sales conversion both on-site and online, with a focus on the exhibitions program.
- Working closely with the visitor insights team to build knowledge and expertise in order to support the V&A's Exhibitions Steering Group at the business case approval stage on capacity

and visitor make-up, including likely proportion of members, concessions and other tickets.

- Review and simplify internal processes for event setup, working with departments to standardise pricing, ticket types and user experience for ad hoc events.
- Work with colleagues across the V&A's museums to understand the impact of scaling up the delivery of ticketing and events to accommodate new sites, ensuring new processes are fit for purpose for each audience.
- Provide training and guidance for event owners and colleagues who facilitate running events at V&A sites or online, working closely with colleagues in Development, Security and Front of House to share best practice.
- Promote equality and diversity in all aspects of your work by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly and with respect/dignity and actively contributing to developments that support the museum's strategy for widening access, inclusion and diversity.

The above job description is intended to be an outline of the duties and responsibilities for this role. This is not exhaustive, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role.

Person specification

- Experience of working in a box office or similar environment requiring the set-up of a wide range of tickets and working with a complex ticketing system daily
- Experience of working with data to analyse performance, trends and identify issues. Experience of developing KPIs and developing reports to manage performance
- Experience of working in a multi-stakeholder environment, able to synthesize a range of views, influence and build consensus
- Experience of simplifying and standardising workflows to achieve process efficiencies
- Experience of using MS Office and other relevant IT systems to an intermediate / advanced level
- Experience of managing people, including monitoring productivity and performance
- Experience of working in a complex organisation, where your decisions have different impacts on the work of other colleagues

Core Skills

- Strong analytical and problem-solving skills, able to understand the big picture, to take a step back and find the root cause of a problem as opposed to just treating the symptoms.
- Demonstrably strong interpersonal and consultative skills, including the ability to communicate, present, negotiate, influence and build credibility with colleagues and external parties
- Confident at multitasking and prioritising competing workloads

Respects others' expertise, time, perspectives, and contribution.

Takes responsibility for delivering on actions, achieving high-standards, and learning from mistakes.

Open to change, new ideas and suggestions; looks for opportunities for improvement and self-development.

Works with others outside their own department in a collaborative, understanding, and, engaging way.

Culture Lover: Strong interest in arts and culture (prior professional experience in this sector not required)

Equal opportunities at the V&A

At the V&A we strive to ensure that opportunities to work and develop at are open to all. We treat all job applications equally, regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation, or any other equality characteristic. We particularly encourage applications from disabled people and people from black, Asian and minority ethnic backgrounds, as these groups are currently under-represented in the cultural sector. At the V&A we have a good gender balance however in certain departments, such as IT, we welcome female applicants and, in our exhibitions, or development teams, we welcome male applicants.

Position in the team

