

The **acc** Liverpool Group

THE ACC LIVERPOOL GROUP

Job Description & Role Profile



Ticketing

Business Development Manager (TQ)

REPORTS TO: Head of Ticketing

JOB PURPOSE

Actively seek new primary ticketing and commercial advertising partnerships regionally and nationally, leading on all business development activity for Ticket Quarter. Coordinate the drafting of ticketing agreements, bids, and tenders. Maximise revenues from existing clients and increase client retention.

MAIN DUTIES AND RESPONSIBILITIES

- Devise and implement a strategic sales plan to support the growth of Ticket Quarter.
- Develop new business relationships to generate revenue streams to an agreed annual target, which will increase year on year.
- Maximise commercial activity through the selling-in of primary ticketing partnerships and securing of allocations to third party venues, events and attractions.
- Research and identify new ticketing and commercial advertising and activations clients required to deliver budgeted revenue targets.
- Negotiate commercial and partnership opportunities to hit the set annual revenue budget, adhering to in accordance with The ACC Liverpool Group's commercial policy.
- Ensure contracted Partnership, Commercial Advertising and Activation Benefits are delivered. Monitor contractual documentation between The ACC Liverpool Group and its commercial partners and sponsors to ensure it is fulfilled.

- Ensure that clients are contracted prior to going on sale and the contracts are logged on EBMS.
- Contribute to the drafting of the Ticket Quarter annual revenue budget.
- Collaborate closely with the Ticket Quarter Client Account Team to ensure the client onboarding process is as efficient as possible but not limited to, the accuracy and timely supply of information required for configuration of events, client reporting as well as assisting with gathering marketing and promotional information in relation to the event.
- Agree, with the client, Ticketing fees within a rate structure set by the Head of Ticketing. Agree other commercial opportunities in accordance with The ACC Liverpool Group Ticketing policy commercial plan.
- Collaborate with the Group Sales Manager to assist with driving Group Sales revenue for Ticket Quarter clients where possible.
- Manage and deliver GDPR data agreements between Ticket Quarter clients and the ACC Liverpool to ensure compliance.
- Collaborate with the Consumer Marketing team to develop an effective sales and marketing strategy for all Ticket Quarter clients.
- Liaise with external contractors where necessary to deliver the services required to fulfil contractual obligations.
- Assist in the continuous development of the ticketing systems, with a view to meeting the demands and requirements of a dynamic marketplace.
- Prepare sales reports for the Head of Ticketing on a monthly basis, including updated forecasts and to contribute to the Sales and Marketing Strategy.
- Research, monitor and report on market and competitor activities and provide relevant reports and information on a monthly basis.
- Attend client meetings locally and nationally as required by the needs of the business.
- Attend relevant exhibitions and conferences both locally and nationally in order to promote Ticket Quarter services as required by the Head of Ticketing.
- Communicate with the Contact Centre team to ensure relevant on sale information for events is provided.
- Liaise with the ACC Liverpool Finance Team to ensure client payments are scheduled in accordance with terms set out within the relevant contracts.

GENERAL

- Ensure you comply with The ACC Liverpool Group's defined GDPR requirements and processes when performing duties and actioning daily tasks.
- Contribute to the success of our One Team culture to deliver our aims and objectives, maintaining a flexible and positive attitude.

- Adhere to The ACC Liverpool Group's Health and Safety policies and procedures and to observe a duty of care to all visitors, staff and contractors to ACC Liverpool.
- Undertake any other duty commensurate with this post as determined by your manager.
- This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

It is inevitable over time that the emphasis of this job will change, therefore this information will be periodically reviewed, revised and updated involving the post holder

ROLE PROFILE

ATTRIBUTES	DESCRIPTION	ESSENTIAL/ DESIRABLE	HOW MEASURED
TRAINING & QUALIFICATIONS			
EXPERIENCE	<p>Demonstrative experience of influencing decision makers, negotiating and presenting.</p> <p>Demonstrative experience in Arena ticketing, Exhibition ticketing and Event, Venue and Attraction ticketing.</p> <p>Demonstrative experience in sales.</p> <p>Demonstrative experience of the industry.</p> <p>Demonstrative experience in man management.</p>	<p>Essential</p> <p>Desirable</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p> <p>Not required</p>	A and I
SKILLS & KNOWLEDGE	<p>Demonstrative understanding of Arena ticketing, Exhibition ticketing, and Event, Venue and Attraction ticketing.</p> <p>Time management skills for juggling high volumes of requests and understanding the importance of each one.</p> <p>developed ability to prioritise work.</p> <p>developed organisational skills.</p> <p>Demonstrative understanding of events sector.</p> <p>Good communication skills.</p> <p>ability to analyse trends, events, risks, market conditions and competitors.</p> <p>Developed IT skills.</p>	<p>Desirable</p> <p>Desirable</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Essential</p> <p>Desirable</p> <p>Essential</p>	A and I
KEY ATTRIBUTES	<p>Emotional intelligence.</p> <p>Pragmatic.</p> <p>Resilience.</p> <p>Influencing.</p> <p>Internal/external stakeholder management.</p> <p>Confidence when speaking to large audiences and high profile / challenging clients. Excellent verbal and written communication.</p> <p>Conflict resolution.</p> <p>Innovation and creativity.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p>	A and I

Key for How Measured:

I - Interview

P - Presentation

A - Application

E - Exercise

T - Test

AC - Assessment Centre

CS - Case Study

Signed by Employee:

Date:

Signed by Line Manager

Date