

The **acc** Liverpool Group

THE ACC LIVERPOOL GROUP

Job Description & Role Profile



Ticketing Solutions

Entertainment and Sport Client Account Manager

REPORTS TO: Client Services Manager

DIRECT REPORTS: NA

JOB PURPOSE

Responsible for the ticketing administration of the full event life cycle including; the event set-up, successful presales and onsales, the proactive management of allocations and producing settlements.

The main objective of the role are:

- Contribute to the delivery of successful events
- Manage and develop promoter client relationships
- Maximise ticketing revenues for The ACC Liverpool Group

MAIN DUTIES AND RESPONSIBILITIES

- Develop relationships with clients, organisers and promoters to have a clear understanding of the clients' business requirements, by building and maintaining positive relationships and grow the client base and associated revenues to meet organisational needs.
- Liaise with the Client, Promoter/Event Organiser, Event Planning Team, Sales Team and Business Development Team for each event to ensure that all relevant information is received to set up and manage each event.

- Conduct the set up and enabling of shows/events on the ticketing system and online to ensure that all events on sale through the Box Office are set up correctly to the agreed schedule and that the required information is available to all relevant parties. This will include creating the venue, seating layout, configuration of event, adding price charts and designing, applying ticket template, and gathering all marketing and promotional information in relation to the event and venue.
- Create and update manifests for each relevant event to ensure they meet the agreed capacity/allocation for the event/concert.
- Liaise with the promoter/client to ensure that all requested ticket allocations are confirmed, and ticket stock is received in sufficient time to ensure that all ticket stock received is secure and audited and that tickets are sent to customers in sufficient time or made available for collection at the venue box office.
- Create and maintain an event file for each event to include official confirmation details of the event contract, approved seating layout, manifest, agreed allocations, final settlement details to ensure all relevant information relating to the event and venue are stored and recorded accurately.
- Inform the client of sales figures, customer details, seat deals etc. and to be proactive in negotiating to increase allocations as and when required, to ensure client is kept up to date throughout the lifecycle of the event including supplying and agreeing the settlement figures for the event with the client at the close of the event.
- Liaise with the Marketing and Promotions Teams to ensure that all correct event information is displayed on the relevant websites and in all marketing material.
- Monitor the ACC Liverpool Ticketing Department to ensure they always provide a consistently high level of care and courtesy to customers and visitors and that customer enquiries are responded to appropriately.
- Assist with the management of any day to day issues and activities relating to the ACC Liverpool Ticketing Department in consultation with the Client Services Manager to ensure presentation, accurate and efficient administration, office organisation and daily control of the main box office sales areas on event days.
- Act as deputy to the Client Services Manager in all aspects of that role where and when appropriate to ensure smooth running of the events to a successful closure.
- Sell and promote with enthusiasm, all shows/events on sale and any other miscellaneous sales managed by ACC Liverpool Ticketing Solutions, to ensure a high level of customer service is maintained at all times and sales are maximised.
- Process ticket sales and reservations using Audience View Ticketing System.

- Act as Duty Manager whilst working at local/national sites to ensure business needs are met
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GENERAL

- To contribute to the success of our One Team culture to deliver our aims and objectives, maintaining a flexible and positive attitude.
- To 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.
- To 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	Significant experience of influencing decision makers, negotiating and presenting Significant experience of the industry Significant experience in sales	Essential Essential Essential	A and I
SKILLS & KNOWLEDGE	Detailed understanding of the events sector Detailed understanding of ticketing systems Highly developed time management skills for juggling high volumes of requests and understanding the importance of each one Highly developed ability to prioritise work Highly developed organisational skills to manage and maintain a volume of events and promoters with numerous requests Developed communication skills Developed IT skills	Essential Essential Essential Essential Essential Essential Essential	A and I
KEY ATTRIBUTES	Emotional intelligence, resilience, influencing, internal / external stakeholder management, confidence, excellent verbal and written communication, innovation and creativity	All Essential	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