

POSITION DESCRIPTION

Position Title	Ticketing Manager
Business Unit	Customer
Reports to	Head of Customer
Position Type	Permanent, 1.0 FTE
Location	Wellington or Auckland
Date	May 2023

New Zealand Rugby Commercial Overview

The vision for New Zealand Rugby (NZR) is to inspire and unify and its mission is to reimagine rugby.

As part of that wider vision and mission we want to enable a laser focus on commercial and customer success. Our purpose is to unleash New Zealand Rugby's potential, whilst create a loved game and loved brands.

We do this by living the values of The Rugby Way, Te Ara Ranga Tira, and the values that help us create that transformation: our ambition, our speed and agility, our search for excellence and a willingness to take calculated risks.

New Zealand Rugby Commercial is a small, dedicated team, based in our two main offices of Wellington and Auckland. We are legally separate to NZR but nonetheless are still integral and integrated to NZR and continue to be owned by and inextricably linked to our parent. We have a clear and focused mandate, to drive commercial and customer success for New Zealand Rugby.

Purpose

Responsible for the delivery of NZR's domestic Test match and tournament ticketing programs in line with commercial objectives.

Key Tasks

Ticketing Planning and Strategy

- Manage the NZR ticketing programme to deliver maximum revenue and profitability for domestic Test matches for our Teams in Black and domestic tournaments.
- Manage and ensure an effective working relationship with NZR's ticketing provider(s).
- Ensure operational excellence in the delivery of NZR's ticketing programme.
- Work with the NZRC Marketing leads to develop sales strategies and timelines which deliver against revenue and public ticket sales strategies.

- Using insights and data to feed into the pricing, forecasts and commercial model and budgets for Test matches and tournaments.

Ticket Operations

- Work with ticket service providers to establish and deliver event builds, event on-sale operations and match-day operational planning.
- Ensure that the ticketing model and event build feeds into the operational process.
- Develop robust systems for the effective sourcing and fulfilment of stakeholder ticketing including hospitality, travel, sponsor and internal VIP requirements.
- Ensure excellent communications between NZRC stakeholders and external parties around ticketing ordering and fulfilment processes.
- Develop robust operational plans which ensure the delivery of test match ticketing programmes on time and in line with strategic objectives.
- Develop and deliver operational plans for the allocated NZR ticketing portfolio, delivering all required operational ticketing elements across relevant fixtures and competitions.
- Support the accurate reconciliation of ticket revenue and expenses across relevant fixtures and competitions.

Working Relationships

- Establish an effective working relationship with all key internal and external stakeholders including staff, appointed ticketing provider(s), Provincial Unions, Super Rugby Entities, International Rugby Unions, Commercial Partners and other external parties and business networks as required.
- Establish an effective working relationship with key internal stakeholders that require service from the Ticketing Department, including overseeing staff ticketing.
- Establish and manage reciprocal ticketing agreements with other international unions.
- Establish effective relationships with Provincial Unions, Super Rugby teams, international Rugby Unions, and in conjunction with the Commercial Partnerships Managers, Commercial Partners;

General

- Undertake other tasks as required to meet team or organisational objectives.

People Leadership

- Represent NZ Rugby in an exemplar fashion displaying outstanding leadership, judgement, decision making and behaviours in managing and promoting NZ Rugby.
- Support the development and promotion of NZ Rugby's strategy, business direction, annual plans and budgets.
- Oversee your areas of responsibility ensuring expert advice and support in line with NZ Rugby requirements as appropriate.
- Fostering a caring and connected environment for your team and those around you through:
 - Taking a lead in supporting the growth and development of your people.

- Taking time to celebrate our successes and create a fun, welcoming and safe environment for your team and those you work with.
- Being available to your people through ongoing conversations and support.

Health & Safety (for self)

- Takes personal responsibility for keeping self free from harm
- Follows safe working procedures
- Reports incidents promptly
- Reports hazards promptly and suggests appropriate remedies
- Knows what to do in the event of an emergency
- Co-operates in implementing rehabilitation plan
- Knows what process options are available and contributes to a harm-free workplace culture

Health & Safety (for the team)

- Ensures staff are informed of Health and Safety requirements in the workplace, and are adequately trained to carry out their work safely
- Ensures the prompt and accurate reporting, recording and investigation of all workplace incidents and injuries
- Ensures all hazards are promptly assessed for their significance, and managed
- Knows what process options are available and promotes and maintains a harm-free workplace culture

Key Relationships

This position reports to:	Head of Customer
Other areas/people that report to this position's immediate manager:	<ul style="list-style-type: none"> • Senior Manager – Events & Experiences • Senior Marketing Manager • Marketing Manager • Super Rugby Marketing Manager
This job's direct reports are:	<ul style="list-style-type: none"> • Ticketing Coordinator (Pending business needs there may be additional resource within the ticketing team)
External Relationships <ul style="list-style-type: none"> • Appointed ticketing providers • Provincial Unions • Stadium personnel • Super Rugby entities • International Rugby Unions • NZR Sponsors • NZR Licensing partners 	Internal Relationships <ul style="list-style-type: none"> • All staff and in particular: <ul style="list-style-type: none"> - Commercial team - Finance team - Events team - National Teams

Person Specification

Experience

- 4 to 5 years working in ticketing operations, sales or similar at a team / federation or venue or ticket services provider
- Demonstrated ability to develop sound working relationships and strong management skills to drive/implement projects
- Experience of working in a commercial environment

Educational and Professional Memberships

- A tertiary qualification with final year business related papers

Competencies

Behaviour	Everyone	People Leaders
Be Welcoming	<ul style="list-style-type: none"> • Respects and values others' styles, opinions, backgrounds and beliefs • Understands the motivations and situation of others • Promotes an inclusive culture welcoming all ages, genders, ethnicities, sexualities, religions or physical abilities 	<ul style="list-style-type: none"> • Stays connected to the team • Cultivates a team culture by advocating collaboration across teams • Actively seeks others' involvement
Be Our Best	<ul style="list-style-type: none"> • Seeks and acts upon feedback to improve performance • Recognises & develops own strengths and work-ons • Shares knowledge and skills • Respects and values the contribution of others • Identifies areas where a difference can be made and adds value • Works to gain trust and respect with all stakeholders • Responds positively to change • Is forward-thinking, always looking striving to improve and be the best • Consistently delivers on time • Puts their hand up when help is required or when it's required by others 	<ul style="list-style-type: none"> • Ensures the right people are in the right job at the right time • Provides the tools needed for success • Invests in growing our people and supporting their holistic development • Sets attainable challenges & recognises and reinforces development efforts • Shares information and provides effective coaching • Takes the time to understand individual's strengths and where/how they can add value • Engages and utilises people from across NZR in the development and execution of business priorities • Looks long-term, to generate and encourage new ideas • Walks the talk

	<ul style="list-style-type: none"> • Sees opportunities rather than barriers • Speaks up and challenges where there are issues, risk or inefficiencies 	<ul style="list-style-type: none"> • Ensures the wider team understand how what they do fits with NZR's vision and key strategic challenges • Prioritises the wider team's goals and intentions accordingly
Be Passionate	<ul style="list-style-type: none"> • Demonstrates a can do attitude, always open to opportunities • Pursues everything with energy and drive • Strives to achieve stretch goals • Always an ambassador for NZR and the game • Loves what we do – works here because it's fun and we connect with others • Is a team player, connects with people 	<ul style="list-style-type: none"> • Creates a highly engaged environment and culture • Encourages responsible risk taking where mistakes are owned and learned from • Encourages research and learning in relevant areas of rugby, sports and other business to understand future trends
Play Fair	<ul style="list-style-type: none"> • Is honest and constructive in discussions • Acts for the good of the game and respects its heritage, history and heroes • Is open, supportive and considerate • Actively listens, considers and takes on board other views • Behaves with integrity and is responsible for own behaviour • Looks after others and steps in if something is not right • Fronts when something goes wrong, owns the action and the consequence 	<ul style="list-style-type: none"> • Ensures people know what is expected • Has the team's back • Trusts others to make good and timely decisions • Clearly and consistently communicates with all team members

Authorities / Dimensions of the Position

Staff – 1

Budget – controls and expenditure budget

Contractual – Signs correspondence on behalf of the organisation

Manager Name: _____ Signature: _____ Date: _____

Employee Name: _____ Signature: _____ Date: _____