

GREAT SHOW PRODUCTIONS, LTD

HEAD OF TICKETING & SALES

Great Show Productions is seeking a Head of Ticketing & Sales to lead the ticketing strategy and revenue growth for an exciting immersive production currently captivating audiences in London. This role is dedicated to optimizing ticketing performance, developing innovative sales strategies, and ensuring that all ticketing initiatives align with the company's financial and artistic goals. While expertise in ticketing is essential, experience with other revenue streams such as F&B, private events, and merchandise is a plus but not required. The ideal candidate will be a proactive leader who can analyze trends, implement strategic pricing models, and drive ticket sales to maximize revenue potential.

JOB TITLE: Head of Ticketing and Sales

REPORTING TO: Producers, General Manager

DIRECT REPORTS: Box Office Manager, Box Office Assistants

LOCATION: Earls Court, London

MAIN PURPOSE: To oversee and drive the ticketing strategy and revenue performance, ensuring data-driven decisions, dynamic pricing optimization, and innovative sales approaches that enhance audience engagement and maximize profitability. Secondary responsibilities may include advising on additional revenue streams (F&B, private events, merchandise) as needed.

START DATE: March 2025

KEY RESPONSIBILITIES:

- Lead the development and execution of ticketing sales strategies to drive revenue growth.
- Formulate dynamic pricing strategies and oversee their implementation.
- Monitor ticketing performance, adjusting tactics to maximize yield and audience attendance.
- Manage and support the Ticketing Manager and ticketing team, ensuring efficient operations.
- Collaborate with marketing teams to integrate ticketing campaigns into broader sales initiatives.
- Analyze sales data, industry trends, and competitive benchmarks to inform pricing and distribution decisions.
- Source, onboard, and manage new channels to expand ticketing distribution and increase accessibility.
- Ensure seamless partnerships with third-party ticketing agents and affiliates.

- Optimize the use of ticketing platforms and CRM tools for tracking sales performance and audience insights.
- Address escalated customer service issues related to ticketing.
- Prepare revenue reports, forecasts, and strategic recommendations for senior leadership.
- Work closely with finance teams to ensure revenue tracking and reporting align with business expectations.
- Identify opportunities for ticketing-related promotional activities and special offers.
- Contribute to discussions around other revenue-generating initiatives (e.g., private events, F&B, merchandise) as a secondary function.

PERSON SPECIFICATION:

- Extensive experience in ticketing strategy and revenue management within the entertainment, theatre, or live events industry.
- Proven track record of driving ticket sales through strategic pricing, distribution, and sales initiatives.
- Experience in developing relationships and onboarding distribution partners to broaden awareness and ticket buyers.
- Strong understanding of ticketing systems, CRM platforms, and sales analytics.
- Data-driven decision-maker with excellent analytical and problem-solving skills.
- Ability to lead and mentor a ticketing team, fostering a results-oriented culture.
- Exceptional organizational and project management skills.
- Strong collaboration and communication abilities, working effectively with marketing, finance, and production teams.
- Adaptability and innovation in responding to market trends and audience behaviors.
- Experience in F&B, private events, and merchandise revenue management is a plus, but not required.

Contact Information:

Please send your CV and cover letter by email to recruitment@rodeoproductions.co.uk with the subject line 'Head of Ticketing & Sales - *Your Name*'.