

Job Description

Job Title: Sales and Ticketing Administrator

Department: Sales and Ticketing

Line Manager: Head of Sales, Ticketing and Visitor Insight

The job description is an operational document that does not form part of the contract of employment.

It may be that from time to time an individual is expected to perform tasks that may not be expressly in the job description but are nonetheless necessary in the day to day performance of their duties.

St Paul's Cathedral reserves the right to amend the job description as may from time to time be necessary to meet the changing needs of the organisation.

Purpose of the Job

The Sales and Ticketing Administrator plays a key role in ensuring the smooth operation of ticketing sales, group bookings and customer service at St. Paul's Cathedral, ensuring visitors have a seamless experience when booking tickets, while supporting the wider team to maximise visitor engagement and sales opportunities through scheduling tours.

This is a critical administrative role that involves liaising with internal and external stakeholders and maintaining excellent standards of customer service and operational efficiency.

Main Duties

Ticketing and Sales Administration

- Manage and maintain the Cathedral's ticketing system, ensuring it operates efficiently and is updated with accurate pricing, event information and availability.
- Process bookings for individual groups and special events, ensuring smooth transactions and ticket issuance
- Coordinate groups visits, liaising with tour operators, international schools and other organisations to organise tailored experiences
- Liaise with volunteer team leaders to schedule tours for adhoc group requests and for individuals to book onto

- Internally, share booking, visit and tour data through the Cathedral's Artifax diary management system
- Prepare weekly and monthly sales reports to track revenue and identify trends

Customer Service

- Act as the first point of contact for ticketing inquiries, providing prompt, friendly and informative responses to visitors by phone, email and in person
- Resolve any ticketing issues or complaints efficiently, maintaining a high standard of customer service
- Collaborate with the Visitor Operations team to ensure the delivery of an excellent customer service experience at every touch point.

Sales Support

- Work with the Head of Sales, Ticketing and Visitor Insight and the Travel Trade and Group Sales Manager to identify opportunities to maximise ticket sales, including promotions, package deals and upselling.

System Maintenance and Data Integrity

- Ensure the ticketing system is up to date with correct data inputs and secure storage of customer information in compliance with GDPR
- Monitor inventory levels, ensuring tickets for special events and services are made available in a timely manner and reported to the event manager
- Support with the testing of updates to the ticketing system

Collaboration and Support

- Collaborate with the Events, Marketing and Visitor Operations teams to promote special events, group tours and other initiatives
- Have an awareness of the Cathedral's diary and events to inform and promote events where appropriate
- Support the Travel Trade and Group Sales Manager with any current promotional activity

Person Specification

- Proven experience in a sales or ticketing role, preferably in a heritage site, museum or cultural institution
- Strong organisational skills with the ability to manage multiple tasks and priorities in a fast paced environment
- Strong written and verbal communication skills
- Excellent customer service skills, with a patient and professional approach to handling enquiries and complaints
- Experience using ticketing systems or CRM software (experience with Galaxy is a plus)
- Strong numerical and analytical skill to produce reports and insights from ticketing data
- High level of accuracy and attention to detail, particularly when processing payments and customer information
- Ability to work collaboratively with a team, as well as independently with minimal supervision
- An interest in heritage and history
- Experience or understanding of the inbound and domestic travel trade is desirable

The individual will be:

Expected to share in St Paul's Cathedral's commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults.

Expected to adhere to Cathedral Safeguarding Policies and willing to attend Safeguarding training and report any Safeguarding concerns through appropriate channels.

In sympathy with, and in their work support, the Christian aims and mission of St Paul's Cathedral.