



# Job Description

**TITLE:** Groups & Membership Executive

**DEPARTMENT:** Supporter Services

**REPORTS TO:** Group Head of Marketing & Ticketing, Ticketing & Revenue Manager

**REPORTTEES:** N/A

Ashton Gate Stadium is a unique sports and entertainment business with the core aim of providing integral support services to ensure the sustainability of Stephen Lansdown's sporting group of companies which includes Bristol Sport, Bristol City, Bristol Bears, Bristol Flyers Basketball and each of their respective community charities.

## JOB PURPOSE

To drive Group ticket and Membership sales through proactively engaging with local clubs, schools and supporters. The role will work closely with both the Group Head of Marketing & Ticketing and Ticketing & Revenue Manager to meet the department's growth and sales objectives.

## KEY OBJECTIVES

- To develop new and sustainable relationships links with schools, community clubs and businesses.
- To work hand-in-hand with the Bristol Sport Foundation, Robins Foundation and Bristol Bears Community Foundation schools and community clubs.
- To drive Group Ticket bookings for Bristol City, Bristol Bears and Bristol Flyers matches.
- To promote and drive numbers to Membership sales for Bristol City, Bristol Bears and Bristol Flyers.
- To increase the overall Group Ticket database for Bristol Sport – building a robust, clean and efficient database.
- To help drive and organise Membership events (Halloween, Christmas and Easter for example).
- To increase Bristol Sports engagement with supporters new and existing season on season.
- To deliver membership and group activity on a match day.



## KEY RESPONSIBILITIES (KPIs)

- Outbound calls against a planned schedule to drive Group Tickets and Membership sales as well as meeting ticketing and membership sales targets
- Build and develop a Group Tickets database, looking at local schools, rugby clubs, football clubs etc and developing strong relationships with key contacts
- Ensuring organisation and running of Membership events throughout the season, liaising with various internal stakeholders to deliver a memorable experience for supporters
- To help deliver Membership and Group activities on a match day
- To support Supporter Services with occasional inbound queries and ticket sales
- Help manage Membership fulfilment, letters and packs to supporters, Membership cards and any Membership loyalty queries
- Present regular updates on progress of Group Tickets and Membership sales, findings/feedback from outbound calls and make recommendations based on findings

## KEY RELATIONSHIPS

- Ticketing & Supporter Services
- Marketing
- Bristol Sport Foundation
- Robins Foundation
- Bristol Bears Community Foundation

## Essential Skills

- Ability to build strong relationships with internal and external stakeholders
- Can-do attitude and proactive
- Ability to work independently
- Passionate about sport and developing opportunities for people to engage with local and professional sport

## Desirable Skills

- Established connections with schools, community clubs and businesses
- Experience of delivering youth activity

**Salary:** £22,000 - £25,000 per annum, dependant on experience

