

Job Profile

Name:

Job Title:

Ticketing and Entry Project Lead

Location:

Tower of London

**Responsible To:
Tower Director)**

Chair of the Ticketing Strategy Board (currently

**Responsible For:
Direct Reports**

One - Ticketing Systems and Access Manager

Key Budgetary Responsibilities:

Directly- a budget in the region of £2-300K for procurement and maintenance.
Indirectly – responsibility for a system that processes 66% of all HRP income.

Job Profile Agreed:

Job Holder's Signature :

Date :

Manager's Signature:

Date:

Job Title

Ticketing and Entry Project Lead

Purpose of this job

To lead on the development, procurement and optimisation of HRP's principal ticketing system, and support wider HRP work to develop entry arrangements.

Main customers to this job

External: ticketing system supplier

Internal: 2 X Operations Directors
Finance Director
Comms & Development Director
Admissions Staff

Key areas of responsibility:

- Develop a Ticketing Strategy to ensure the effective integration of ticketing with other processes and systems to deliver an effective admissions process across all sites. Own and deliver the strategy, working closely with the Customer Experience Programme Lead, Head of Marketing and Online, Customer Engagement, Public Engagement and Visitor Services to maximise ticketing revenues and deliver a seamless customer experience.

- Project manage the re-tendering process for the ticketing system supplier contract based on the agreed strategy, working across all departments involved to understand and gather requirements, taking into account improvements in the current system-provider's service

- Take responsibility for looking forward 5 – 10 years, creating a road map for the future development and innovation of frictionless ticketing solutions.
- Support the Tower Entry Arrangements Project, working with the Project Team to ensure barriers to the visit are removed and visitors are provided with a smooth arrival and entry.
- Be responsible for the overall contract management of the ticketing system supplier, lead on HRP's relationship with them and be the point of escalation for any major issues, with day to day management of the contract sitting with the Ticketing and Access Manager.
- Lead on and maximise the realisation of the business benefits of current and future business cases focusing on meeting the needs and expectations of our various customer groups.
- Be the budget holder for the management and development of a centralised budget for the ticketing system, ensuring seamless working across departments related to ticketing issues.
- Contribute to relevant Steering Groups and Boards.
- Ensure provision of appropriate reports on all aspects of ticketing activity and performance to relevant stakeholders.
- Interpret visitor feedback, research and CRM data to obtain stronger and deeper analysis of ticketing trends, to remain at the forefront of ticketing practice.
- Support the Ticketing Systems and Access Manager to provide depth and resilience to that role and create the space to focus on the technical detail of the system.

Core Qualities and Behaviours (HRP's Performance Framework)

In addition to your main areas of responsibility, the following core qualities and behaviours are required from all staff. Further details can be found in HRP's Performance Framework which can be found on the HR section of the intranet. Your role is primarily at level **3** of the Performance Framework.

- Ensure every customer (internal and external) feels delighted with their contact with HRP and the quality of the personal service/experience they receive. **(Delighting the Customer)**
- Manage yourself and others effectively through planning, organizing and anticipating problems ahead. **(Planning for Success)**
- Deliver work on time and to the high standards required, by taking ownership for outcomes, demonstrating pride in your achievement. **(Owning the Issue, Getting it Done)**
- Explore and try fresh, novel ways of doing things that are in keeping with HRP's Cause and add real value to the Organisation. **(Having the courage to try new things)**
- Continually develop expertise in key areas of your role, to ensure delivery of high quality work. **(Developing our Expertise)**
- Develop and maintain an in-depth understanding of the organisation, so that all your actions help achieve the best outcomes for HRP. **(Knowing our Organisation)**
- Work collaboratively with colleagues across functional and geographical boundaries to ensure the success of HRP. **(One Team – One HRP)**
- Support and guide your colleagues so they feel valued and inspired to succeed in their work **(Supporting others to Succeed)** *[non managers]*
- Lead, develop and encourage your team to succeed in their roles and to display the Qualities in the Performance Framework. **(Supporting others to Succeed)** *[Managers]*

Other rules/standards

In addition to Key Areas of Responsibility and Core Qualities and Behaviours above, you are also required to have read, understood and comply with the rules/standards contained in HRP's Code of Conduct as contained in your Staff Handbook and in the Health and Safety Handbook.