

**Ticketing Assistant**

**Salary:** £24,000 per annum (pro rata)

**Reporting to:** Ticketing & Sales Manager

**Contract:** Fixed-term – end of December 2025

**Hours:** 37 hours per week

**Location:** Bradford City Centre Office (City Park)

**Closing Date:** 9<sup>th</sup> June 2025 at 10am

**Interviews:** 13<sup>th</sup> June 2025

Bradford 2025 is the fourth UK City of Culture, and for 12 months we'll be showcasing Bradford's talents and culture to the world, bringing people and communities together to share this once-in-a-lifetime opportunity. From New Year's Day to New Year's Eve, 2025 is set to explode with more than 1,000 shows, exhibitions and events – by and for everyone.

We're looking for a Ticketing Assistant to join our team and help make Bradford 2025 a huge success.

Reporting to the Ticketing & Sales Manager, you'll be part of the team responsible for running smooth and efficient ticketing operations, maximising income, delivering fantastic customer service and welcoming our bookers to the district.

The Ticketing team have several key responsibilities: ensuring the highest levels of customer service across all sales channels, processing customer bookings and donations within our ticketing & CRM system (Spektrix), acting as an ambassador for Bradford 2025, and producing sales reports, data analysis and research to support wider teams. You will work in our Ticket & Info Hub as well as across the district for events. You'll work on a rota of day, evening and weekend shifts typically between the hours of 9am and 8pm. If you are excited by the idea of a varied and dynamic role, working with a friendly team and are passionate about people, this role is for you.

**Key responsibilities:**

- To act as a representative for Bradford 2025, providing excellent customer service and a positive sales experience to all customers by selling tickets and activities for all ticketed events within the programme.

- Process customer bookings, reservations and donations within the ticketing & CRM system (Spektrix) using payment methods such as credit or debit cards, gift vouchers and cash, all in accordance with GDPR and PCI regulations.
- Provide positive and helpful responses to all enquires and feedback digitally, face to face or telephone, referring to senior staff where appropriate.
- Ensure an excellent working knowledge of the whole Bradford 2025 programme, including providing additional information about the city centre (where to eat, similar activities to the programme, public transport information and so on) so you can support all visitors and provide the best experience possible.
- Produce sales reports and data analysis to support the wider team before feeding back to inform marketing communications, sales trends/patterns and general customer experience.
- To be aware of the targets for each event and any promotional offers available, assisting in maximising sales by cross-selling and up-selling other events, activities and merchandise.
- Support the Ticketing & Sales Manager with the day to day running of the department and the maintenance and operation of the ticketing & CRM system (Spektrix).

**You will have:**

- Excellent customer service skills
- Ability to work independently and collaboratively in a team environment
- Flexibility with shift patterns, including daytimes, evenings and weekends
- Experience of operating a ticketing or CRM system
- Excellent interpersonal skills, with the ability to communicate effectively both verbally and in writing
- Working knowledge of various software packages including Microsoft Office
- Ability to manage time, prioritise workload and use own initiative

- A love for marketing and sales in an arts context

**Benefits include:**

- Salary of £24,000 per annum (pro rata)
- 37 hours per week worked flexibly Monday to Sunday, split between office based (City Centre location) and working at venues across the district.
- 25 days holiday plus bank holidays
- Contributory pension scheme with 5% employer contribution
- High street discounts through Charity Worker Discounts
- 2x Death in Service cover
- Confidential Employee Assistant Helpline

**We expect everyone in our team to:**

- Develop an understanding of Bradford City of Culture 2025, its values, the benefits it brings to the Bradford District and to funders and sponsors.
- Create a positive working environment, underpinned by our values.
- Act as an ambassador for Bradford City of Culture 2025.
- Drive change in our industry through actions and words that advocate inclusion and equality, creating a culture that recognises and celebrates diversity and sustainability.
- Be accountable for the safety of themselves and others by working safely and in accordance with our Health & Safety and Safeguarding Policies.
- Ensure we are collecting and using data from all activities to inform decisions, demonstrate our impact and fulfil our funding conditions in line with GDPR.
- Undertake relevant training and development as required.

- Be open to the opportunities to mentor, train and develop colleagues and participants in Bradford 2025.
- Carry out any other tasks that will be required on an ad hoc or continuing basis, commensurate with the general level of responsibility of your position.

We're committed to ensuring that everyone feels accepted and can be their true selves at Bradford 2025, and we want our team to reflect our district. We believe that diversity in our team is crucial to our success, so we welcome applications from all races, genders, religions, ages, and sexual orientation as well as from people living with disabilities. We are proud to be an equal opportunity workplace and our ambition is to recruit and retain the best people regardless of background.

If your experience looks different from what we've advertised and you believe that you can bring value to the role, we'd love to hear from you. If you require any adjustments to the recruitment process, please let us know so we can help you to be at your best. This might be as simple as wanting sight of the interview questions ahead of time – whatever it is, just ask and we'll see what we can do.

To apply for this role please send a copy of your CV and a covering letter of no more than two sides of A4 to [recruitment@bradford2025.co.uk](mailto:recruitment@bradford2025.co.uk).

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