

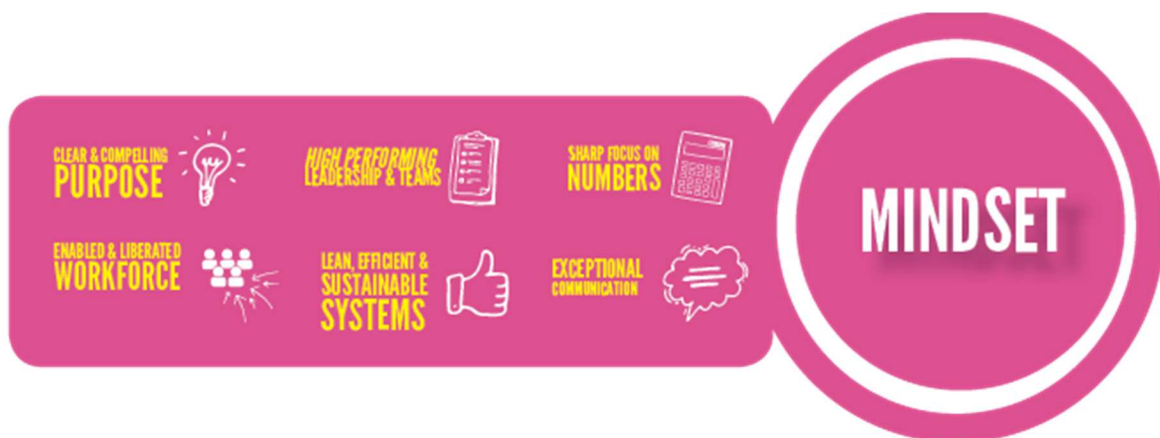
LINCOLN COLLEGE JOB DESCRIPTION

Post Title:	Ticketing and Sales Assistant	Post Number:	CS1384P
Daily Supervision:	Commercial Operations Manager	Grade:	CSS Scale 4/5
Department:	Business Development (The Drill)	Last Updated:	August 2025

Our Purpose:

To be an extraordinary employer-led organisation; producing a highly skilled and productive local workforce.

Our Mindset:



Job Purpose:

The Drill (Lincoln Drill Hall) is a much-loved leading multi-purpose commercial venue in the centre of Lincoln.

The Ticketing and Sales Assistant will support the function of the Events department (administration, reporting, marketing, sales, team leadership), overseeing event ticketing processes and venue offers, managing customer and client information and involved in overseeing bookings at The Drill.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

1. To ensure efficient operation of The Drill function in line with procedures and other written operations and verbal communication.
2. Duties will include, but are not limited to: Preparing sales and customer reports for externals promoters and Events/Commercial Manager. Ensure the shared inbox emails, social media channels and daily tasks are monitored regularly and responded to quickly, providing follow-up where needed working closely with Marketing assistant and Events Manager. Resolve irregular bookings and seating issues promptly pre-performance, supporting the Front of House Manager with customer service journey. Maintain accurate customer records on ticketing platform, ensuring that GDPR best practice is followed.
3. Provide excellent customer service when dealing with customers and clients.
4. To provide practical assistance and deal with complaints or issues that arise and providing feedback to the Commercial Operations Manager.
5. Provide information on events and the venue to customers, both in person, over the phone and via email etc.
6. Support marketing of the venue through direct mail, integrated emails and social media channels working proactively to enhance The Drills portfolio.
7. Produce reports to provide accurate and timely information.
8. Work alongside other Drill and College departments to deliver an excellent, consistent service.
9. To handle data in line with appropriate legislation (e.g. GDPR, PECR etc)
10. To maintain professional standards and expertise by undertaking relevant professional development.
11. To conform with the Health and Safety requirements relevant to the post.
12. To be responsible for the safeguarding and promoting the welfare of children wherever applicable within the role.
13. To accept responsibility for the implementation of the College's Equal Opportunities policy throughout all personal contacts in the College and within this area of responsibility.
14. To attend regular meetings with associated college staff members and work closely with the Commercial Operations Manager and customers when required to do so.

Other Key areas include:

Marketing

15. Work closely with Marketing to deliver audience development targets. To support the evaluation of all projects including audience data and feedback and disseminate as appropriate. 18. Input and support of all web and media messaging, brand awareness, audience dialogue and research, sales delivery and management an amendment on The Drill website

19. To analyse data within the ticketing system to identify key trends, booking patterns and customer preferences

Operational:

20. Notify staff of any cancelled performances or amended performance times. Ensure customers are contacted promptly, courteously and efficiently. Ensure LDH operates in accordance with policy, procedure, marketing strategy and general good practice

21. Working directly with Event Manager to liaise with producers and promoters as well as line managers to maintain ticket yields

22. Ensure that knowledge of the ticketing system and its application is maintained and regularly updated, utilise the resources available from ticketing platform. Prepare ticketing platform for external ticketing that is required for events outside of LD

Managerial

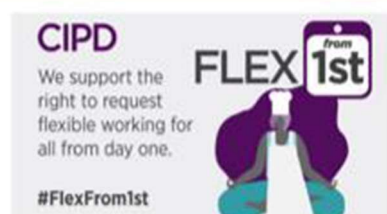
25. Prepare staff rotas and respond to sick leave cover & emergency staffing issues.

26. To be aware of programming and key marketing activity so that it is adequately staffed during busier periods working with commercial operations manager to ensure it is cost efficient to the business.

27. Train new staff and ensure existing staff are adequately trained.

28. Communicate effectively with box office staff and ensure they are fully briefed on event overviews and performance of their duties working alongside Event Manager.

N.B. This is not a complete statement of all duties and responsibilities of this post. The postholder may be required to carry out other lawful and reasonable duties as directed by a supervising manager.



PERSON SPECIFICATION

	Knowledge	PSM
1	GCSE (or equivalent) in English and Maths at grade 4/C or above	A/I
2	Qualifications in subject areas which reflect a vocational interest	A/I
3	Sales and/or Customer Service Training	A/I

	Skills/Abilities – Interpersonal	PSM
4	The ability to work in a non-discriminatory manner	A/I
5	Good verbal communication skills (telephone and face to face)	A/I
6	A thorough knowledge of the principles of customer care	A/I
7	Ability to remain calm under pressure	A/I
8	The ability to work as a member of a team	A/I
9	Enthusiasm for the Arts	A/I
10	Punctual and reliable	A/I
11	The ability to work on own initiative	A/I
12	The ability to remain positive in difficult situations	A/I

	Experience	PSM
13	Experience coaching or supervising a team	A/I
14	Recent relevant customer service experience	A/I
15	Practical experience of using software packages including word processing, databases, spreadsheets, email and internet	A/I
16	Experience with CRM systems such as Spektrix	A/I
17	Analytical, good with figures	A/I

	Work Related Circumstances	PSM
18	The ability and willingness to undertake relevant staff development	A/I
19	The ability and willingness to work flexibly including evenings and weekends	A/I
20	Excellent standard of personal presentation	A/I

	Skills/Abilities - Other	PSM
21	The ability to communicate clearly in writing	A/I
22	Highly organised	A/I
23	Problem-solving skills	A/I
24	Responsibility for safeguarding and promoting the welfare of children wherever applicable	A/I

Prepared By:	Faye Jennings
Date:	July 2025

Proposed Selection Method Key (PSM)		
A = Application	I = Interview	T = Test