

Job description

Ticketing and Marketing Assistant

- Grade: Sc5
- Reports to: Senior Events Coordinator
- Direct reports: None
- Your team: Islington Assembly Hall
- Service area: Corporate Landlord
- Directorate: Community Wealth Building

Special requirements of the post

Workstyle: Frontline (Full presence, working in the borough full time)

- Colleagues whose role is delivering frontline services to residents, visitors, businesses and/or other colleagues while present in the borough and activities cannot be done remotely.

Our mission

Islington is a place rich with diversity and culture. As a council our sense of purpose couldn't be clearer: we serve. It's in the logo. We are committed to challenging inequality in the borough and as one of the largest employers we know that to look after the place and the planet, we have to look after our people. **Together we can change the future.**

To do this, everyone who works at Islington Council lives by a set of values which guide us in everything that we do: collaborative, ambitious, resourceful, and empowering. They spell out 'CARE', which is what we think public service is all about.

Overview of the role

Islington Council are continuing to invest in their event and venue portfolio, driving commercialisation and building wealth within the community. As they continue to grow and expand the opportunities in the borough, this Ticketing and Marketing Assistant will play a key role in supporting the Council, increasing event customer databases, driving ticket sales and being one of the first points of contact for customer enquiries.

One of the key spaces in the Council's portfolio is Islington Assembly Hall (IAH), a 950-capacity venue. For over 15 years, IAH has been operating as a live music venue in the heart of the borough bringing the community huge names including Skepta, Ed Sheeran, Coldplay, Jessie Ware and Ghetts to name a few.

Key responsibilities

Please list each key responsibility of the role (Maximum of 10-12 bullet points):

1. The post holder will be required to work some late nights, weekends and early mornings. These may be box office shifts as required or duty management shifts.
2. The post holder will be expected to duty manage a minimum of 25 day/Council events per annum. Whilst acting as duty manager, to be responsible for the safe, effective and timely running of the events. This includes carrying out relevant briefings; completing checklists and reports; being the first point of contact during the event; responding to and dealing promptly with incidents; working with the hirer and/or other stakeholders to ensure events run on time; being responsible for evacuation procedures in the event of an emergency; liaising with suppliers and other staff to ensure high standards of work and professionalism at all times; and checking that the event space and equipment within it is shut down properly.
3. To take responsibility for the ticketing for all commercial events throughout the Council, liaising with ticket agents, meeting commercial targets and ensuring accurate records are kept and training manuals are up to date for the box office staff. To ensure handovers are written each week for the shows over the weekend.
4. To provide accurate sales figures for all events on Mondays and Fridays and proactively monitor ticket sales and allocations to maximise revenue.
5. Build box office handovers, keeping training manuals are up to date, whilst working closely with the venue's ticketing partner to ensure all listing information is correct. You will be required to work occasional box office shifts for live music events.
6. To create and deliver marketing campaigns, overseeing social media channels, updating the website, scheduling venue comms; liaising with suppliers and colleagues in the council as required to coordinate the campaign. Track and report on the effectiveness of marketing campaigns to report to senior managers.
7. To collate feedback from customers and clients through channels such as post show surveys, online review platforms and social media to present to venue managers.
8. To be one of the first points of contact for customer queries including responding to queries that come through via social media channels on a rota basis, to monitor and use these channels to engage with stakeholders and communicate about upcoming events and other topics as appropriate.
9. To identify, evaluate and implement accessibility considerations across all customer touchpoints. This includes staying informed on best practices, legal requirements (e.g., WCAG, Equality Act), and emerging technologies to ensure our venues, services, and communications are inclusive and accessible to all customers, including those with disabilities.
10. To follow all administrative and financial processes in a timely way with good attention to detail, including creating agreements, cross-charging journals for internal events; taking

card payments and raising invoices for events; checking costs against agreements made with hirers as detailed on the booking systems.

11. To carry out the duties of the Venue Administrator in the post holder's absence.

12. Any additional duties consistent with the grade and level of responsibility of this position, for which the holder possesses the required experience and/or training.

Compliance

Ensure adherence to legal, regulatory, and policy requirements under GDPR, Health and Safety, Employee Code of Conduct and in your area of expertise by identifying opportunities and risks, and escalating issues as necessary.

Person specification

Your application form needs to demonstrate how you fulfil the role's requirements. It is essential to address the criteria, as this will be used to evaluate your suitability for the position.

Essential and desirable criteria

Essential: the basic requirements that must be met for someone to be considered for a particular job. These criteria are mandatory and cannot be negotiated. Essential criteria directly impact the core qualifications or skills necessary to perform the job effectively.

Desirable: the additional qualities, skills, or qualifications that would be advantageous for a candidate to possess but are not mandatory. Not meeting them does not automatically disqualify someone from consideration for the job. This also allows candidates who do not possess certain desirable criteria the opportunity to explain how their other knowledge, experience and skills relate to these and what they may be in the process of doing or willing to do to achieve these.

Knowledge, experience, and skills

Point	Criteria description	Essential/desirable
1	Experience in a similar role in marketing and/or ticketing.	Essential
2	Experience of providing exceptional customer care.	Essential
3	Excellent interpersonal skills with the ability to productive, professional working relationships with a diverse range of individuals and groups.	Essential
4	be used in correspondence with clients, for example.	Essential
5	Ability to work to the highest standards, juggling priorities and demonstrating resilience to pressure and retaining due professionalism at all times.	Essential
6	Excellent organisational skills with a high level of attention detail.	Essential
7	Excellent understanding and experience of a range applications including Word, Excel, Outlook and Internet Explorer.	Essential

Our accreditations



Our accreditations include Disability Confident Leader, The Mayor's Good Work Standard, London Living Wage Employer, Stonewall Diversity Champion, and Employer with Heart.