



## JOB VACANCY

**JOB TITLE** Head of Ticketing & Retail  
**DEPARTMENT** Ticketing & Retail

**SALARY** Competitive  
**BENEFITS** 25 days holiday, plus bank holidays  
Cycle to Work Scheme  
Private Medical Insurance & Health Cash Plan  
2 x Complimentary home match tickets  
Discounted Club Merchandise

**RESPONSIBLE TO** Head of Commercial  
**RESPONSIBLE FOR** Ticketing & Retail Manager, Ticketing & Retail Supervisors and Assistants  
**KEY RELATIONSHIPS** Internal: Head of Departments, Finance & Football Administration  
External: Football League, Other Clubs & Retail Partner

**CONTRACT / WORKING HOURS** Permanent /Flexible 40 per week (inclusive of home fixtures)  
**LOCATION** Swansea.com Stadium, SA1

### THE ROLE

The Head of Ticketing & Retail will be responsible for overseeing all aspects of ticketing and retail operations (both in-store and online). This role will ensure a seamless customer experience whilst maximising revenue, driving innovation and developing long term strategies for growth.

### ROLE RESPONSIBILITIES

- Lead and manage all ticketing operations, including pricing strategy, sales performance and customer service
- Oversee the retail function in conjunction with the Retail Partner.
- Develop and implement innovative strategies to increase revenue and improve supporter experience
- Analyse data and customer insights to optimise sales and engagement
- Ensure compliance with legal, financial and data protection requirements
- Collaborate with marketing, operations, and finance to align strategies and achieve commercial targets
- Manage and motivate a dynamic team within the ticketing and retail operations, ensuring exceptional customer service while fostering a collaborative environment that drives efficiency, teamwork, and a seamless customer experience



## PERSON SPECIFICATION

- Proven experience in a senior role within ticketing (preferably within sport, but not essential)
- Strong leadership and people management skills
- Excellent analytical and problem-solving abilities
- Experience with CRM and ticketing systems
- Ability to thrive in a fast-paced, customer focused environment
- Ability to work under-pressure and to strict timeframes.

## GENERAL STATEMENT

Should an adequate number of applications be received prior to the closing date, Swansea City AFC reserve the right to remove this advert.

Due to a high demand in applications the Club will be unable to respond to those applicants who have not been shortlisted for interview.

## SAFEGUARDING & WELFARE

The Company is committed to safeguarding and promoting the welfare of children and young people involved in activities and event at the Company. As part of the Company's recruitment and selection process any offers of work involving working in regulated activity with children are subject to a satisfactory enhanced DBS Disclosure and barred list check (depending on the level of supervision, frequency, and nature of contact with children).

The Company may also conduct online searches of candidates who have been shortlisted as part of its safer recruitment procedures. Appropriate references will be required.

## EQUALITY, DIVERSITY & INCLUSION STATEMENT

Swansea City AFC strives to ensure it provides an environment where everyone's rights, dignity and individual worth is respected and takes a zero-tolerance approach to any form of discrimination. Equal Opportunity is an integral part of our recruitment and selection process, and we welcome applications from all individuals who feel they meet the core requirements of the role.

We are particularly encouraging applications from women, disabled people and individuals from diverse ethnic communities who are currently under-represented within the organisation.

All appointments will be made on merit of skill and experience relative to the role.

## How to Apply

Please complete an Application Form, available [Here](#). If you require the application form in an alternative format, please email [jobs@swanseacity.com](mailto:jobs@swanseacity.com)

The closing date for this vacancy will be **Wednesday 10<sup>th</sup> September 2025**.