

POSITION DESCRIPTION	
Title: Ticketing and Membership Executive	
Reports to: Head of Engagement	Location: Rugby Park, Christchurch
Liaises with: <u>Internal</u> <ul style="list-style-type: none"> Partnerships & Engagement team High Performance Administrator CEO EA Canterbury Rugby board 	Liaises with: <u>External</u> <ul style="list-style-type: none"> Ticketing provider Commercial Partners Canterbury Rugby Members Venues Otautahi Volunteers Customers Provincial Unions
PURPOSE OF POSITION <ol style="list-style-type: none"> To provide administrative support to the CRFU Community Rugby Team. Provide administrative support to the CRRA and its members. The Ticketing & Membership Executive is an integral member of Canterbury Rugby and is expected to develop a working knowledge of the goals and objectives of both organisations and contribute to the achievement of these to the best of their ability. 	
ACCOUNTABILITIES	EXPECTED OUTCOMES
Canterbury Rugby Ticketing System	<p>A new ticketing model is designed, approved, and implemented ahead of the 2026 season</p> <p>Ticketing operations run smoothly across all Canterbury Rugby ticketed events</p> <p>Pricing, packaging, and sales channels maximise attendance and revenue while ensuring accessibility for fans</p> <p>Robust reporting system is implemented identifying trends, and insights Canterbury Rugby can use to increase sales</p> <p>Strong working relationship with Canterbury Rugby ticketing provider is developed</p>
Canterbury Rugby Ticketing Requirements	<p>Management of Canterbury Rugby ticketing allocation and compliments both internally and externally.</p> <p>Delivery of premium hospitality ticketing requirements to commercial partners, and premium hospitality customers.</p>

	<p>Effective management, and key point of contact for the Canterbury Rugby ticketing provider.</p>
Membership Management	<p>A refreshed membership program is launched with clear value propositions and packages</p> <p>Year on Year membership growth is achieved</p> <p>Improved membership retention rate through an effective customer journey</p> <p>Management of Crusaders / Canterbury Rugby add-on season members ensuring a seamless experience and optimising to allow for effective retention and growth.</p>
One NZ Stadium	<p>Canterbury Rugby's ticketing and membership operations are fully aligned with One NZ Stadium systems and processes</p> <p>Ticketing infrastructure, seating maps are tested and ready ahead of the first Canterbury Rugby fixture</p> <p>Fan experience initiatives (digital ticketing, mobile entry, premium offerings) are implemented in line with Stadium capabilities</p> <p>Strong management with Venues Otautahi ensuring smooth event delivery for all Canterbury Rugby fixtures</p>
Other	<p>Canterbury Rugby's brand reputation is enhanced through excellent customer service and fan engagement</p> <p>Projects are delivered on time and within budget</p> <p>Provide event, or other support to wider Partnerships & Engagement team as required</p> <p>Contributes to a positive and innovative team culture, bringing energy and leadership during a period of exciting change</p>