



WCB JOB DESCRIPTION – TICKET SECRETARY

- Completion and return of annual affiliation forms.
- Membership submission
- Credit card confirmation.
- Create admin framework for season.
- Receive requests from members/guests for tickets and/or coach seats.
- Order home match tickets.
- Populate home order reconciliation sheets.
- Order away match tickets.
- Populate away order reconciliation sheets.
- Create match day coach and money lists.
- Distribution of home match tickets.
- Distribution of away match tickets and collection of payment.
- Advise on coach requirements.
- Liaison with Plymouth branch.
- Resolve ticket issues.
- Member liaison.
- Financial reconciliation and rectification.
- Box Office appreciation.
- General Everton liaison.
- Prepare a successor

Task	Detail	When
Completion and return of annual affiliation forms.	Ensures that the club is officially recognised by Everton as a regional supporters club and enables us to order match tickets for members.	Beginning of each season.
Membership submission.	Forward a copy of the membership list to Everton for their records – part of the affiliation process.	Twice per season – August and January.
Credit card confirmation.	Confirm to Everton details of the credit card to be used for club ticket orders (see note 1 at foot of table).	Beginning of season or as/when card details change.
Create admin framework for season.	Set up a folder and number of spreadsheets to keep track of ticket orders, match attendance, coach lists, money collections, away payments, order forms etc for the season (see note 2 at foot of table).	Beginning of each season.
Receive requests from members/guests for tickets and/or coach seats.	Manage requests from members ensuring that all necessary order information (number/type of tickets, preferred stand, customer numbers etc) is captured and recorded against the correct fixture in preparation for the ticket order and coach reservation for that fixture. Requests are received by telephone, text, email, messenger, WhatsApp and can often be quite in advance of the fixture. It can also be necessary to recheck the requests	As and when contact is made by members/guests.

	made nearer to the fixture – for example, where requests have been made but the fixture date/time is subsequently changed.	
Order home match tickets.	Complete home match order form (supplied by Everton) for each home fixture. There is one line per ticket and member's name, customer number, preferred stand, ticket type (adult, OAP, junior) and special requests should be entered (e.g. if people want to be sat together etc). This form is then emailed to the supporters club contact in the Box Office for processing. Orders should be submitted the day before the 'Foreverton' sale date for each fixture. Everton do supply these dates (for home fixtures only) at the start of the season but can be subject to change (so it is necessary to check the Everton website regularly). Subsequent orders are often made if members make late requests though this is subject to availability of coach seats and match tickets. Ticket orders are usually only made for those travelling with the club to games.	Usually 5/6 weeks prior to each home match.
Order away match tickets.	As above, an away order form needs to be completed and emailed to Everton. The form is a little different as no stand preference required. Customer names and numbers are required and only those meeting certain criteria (e.g. season ticket holders with away credits matching criteria for each fixture) will qualify for tickets. Everton do not publish on sale dates for away matches in advance and it is therefore imperative to check the Everton website regularly as the window for ordering is usually very small (the away fixtures sell out fast).	Usually 3/4 weeks prior to each away match.
Populate home order reconciliation sheets.	This is a spreadsheet showing the tickets ordered, who they are for and what the cost is. This is given with the receipts from Everton (received with tickets) to the Treasurer on match day and is used to reconcile the amount reimbursed to Ticket Secretary (for the ticket purchases) from the WCB funds.	As and when home match tickets received from Everton.
Populate away order reconciliation sheets.	A list of all members who have ordered a ticket for an away match, how their ticket is to be distributed to them (post, coach etc) and the cost. This enables the Ticket Secretary to reconcile credit card statement with ticket orders and track who has paid for each fixture, who still owes etc.	As and when away match tickets received from Everton.
Create match day coach and money lists.	Paperwork for use on match days – a list of people we are expecting on the coach at each stop and a list of how much is to be collected from each member/guest for payment of tickets/travel/membership. This is printed by Ticket Secretary for the Taunton stop and emailed to Treasurer (copied to Jackie) for Almondsbury.	A couple of days before each home match.
Distribution of home match tickets.	Ticket secretary brings home match tickets to the coach and hands them to the Treasurer for distribution. Occasionally it is necessary to post some to members (for example if we are not running a coach but have supplied tickets for members, if a regular travelling member is not using the coach due to extenuating circumstances). When posting tickets the ticket secretary will include a letter to the member stating how much is owed and how they can pay. A note must also be made of the ticket details for any tickets posted (stand, seat etc) in case tickets are lost in the post and need reissuing.	Each home match day and prior for posted tickets.

Distribution of away match tickets and collection of payment.	These are handed out to members in person where possible but sometimes need to be posted (e.g. sometimes there is not a coach running between receiving away tickets from Everton and the fixture taking place). Full details need to be recorded of any tickets which are posted in case of loss. Ticket Secretary collects money directly from members for any away tickets ordered.	For each away fixture as and when tickets are supplied.
Advise on coach requirements.	Communicate with Treasurer regarding coach size for each home fixture to enable appropriate bookings and alterations.	2/3 weeks prior to each home fixture and as/when if requirement changes.
Liaison with Plymouth branch.	Check coach requirements for Plymouth supporters club and add to lists to ensure correct coach size ordered.	For each home fixture.
Resolve ticket issues.	Liaison with Box Office in event of lost tickets, incorrectly issued tickets (e.g. adult rate when should be junior etc) and cancellation requests.	As required.
Member liaison.	Respond to requests from new and existing members for information – order dates, costs, pick up points, coach times, club rules, practical match day arrangements, shared transport (where no coach or for away games) etc. Contact members in event of fixture changes etc which may affect ticket/travel requirements.	As required.
Financial reconciliation and rectification.	Ensure that credit card statement matches expectation in terms of tickets ordered and cancelled - there have been occasions where tickets have been incorrectly placed on our account so this is really important. Resolve any erroneous orders with the Box Office. I also do reconciliation of the amount spent and the amount I have had back in from WCB (home) and individual members (away) just to ensure nothing is missed.	Monthly.
Box Office appreciation.	Purchase and deliver a token of appreciation to Box Office staff – usually chocolates and a card!	Christmas and end of season.
General Everton liaison.	Receive and supply information regarding supporters club events – flag parades, end of season awards etc.	As required.
Prepare a successor	The preparing of a successor requires full briefings on the role, problem solving and mentoring.	As required

Note 1

Everton require a credit card against which they will process all home and away ticket orders for the supporters club. WCB does not have a card and cannot obtain one due to the type of bank account we have. Therefore the usual practice is that the tickets are ordered on a credit card belonging to the Ticket Secretary. I use a card that I only use for tickets and find that makes the reconciliation process simpler. It should be noted that due to the order dates being some time before the match, it is often the case that I have paid the bill for tickets before the money is received back from WCB (home games) or individual members (away games) – anybody considering the role would need to bear this in mind in terms of cash flow or come to an alternative arrangement with the treasurer (It's not unusual that I will have paid £1k in advance of receiving it back).

Note 2

A good, well organised admin structure is the key to this role and it helps to have a good understanding of spreadsheets! I find that setting the sheets up in the quiet spell before the season starts works well. I can supply the blanks for anyone that wants to take on the role though I am sure they will adapt in a way that works for them! Personally I set up a new folder every season with sub folders to separate home, away etc.