

Ticketing & Fan Engagement Manager

Department: Commercial & Fan Experience

Reports to: Commercial Director

Location: Dundee Football Club, Dens Park

Contract: Full Time

About the Role

Dundee Football Club is seeking an ambitious and supporter-focused **Ticketing & Fan Engagement Manager** to lead the Club's ticketing operation while driving meaningful engagement with our supporters throughout the season.

This is a key commercial role responsible for maximising ticketing revenue, improving the supporter journey and creating memorable experiences that strengthen the relationship between the Club and its fans.

Working across all departments, the successful candidate will lead ticketing strategy, supporter communications, fan events and engagement initiatives, ensuring every interaction with Dundee FC reflects our values and delivers an exceptional experience.

Key Responsibilities

Ticketing Strategy & Sales

- Develop and deliver the Club's ticketing strategy across Season Tickets, Match Tickets, Hospitality and Events.
 - Maximise attendance and revenue through targeted ticketing campaigns.
 - Work alongside the Commercial and Marketing teams to identify new sales opportunities.
 - Monitor sales performance and report against KPIs.
 - Analyse supporter purchasing behaviour to improve future campaigns.
 - Develop pricing strategies in conjunction with senior leadership.
 - Manage ticket allocations for home, away and cup fixtures.
 - Ensure compliance with SPFL, Scottish Cup and UEFA ticketing regulations where applicable.
 - Oversee ticketing operations on matchdays.
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Fan Engagement

- Develop and deliver a year-round fan engagement strategy.
 - Create initiatives that increase supporter loyalty and attendance.
 - Lead supporter events.
 - Work closely with the Community Trust to strengthen links between the Club and the local community.
 - Manage supporter feedback programmes.
 - Identify opportunities to enhance the matchday experience.
 - Build initiatives that encourage first-time visitors to become regular supporters.
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Supporter Experience

- Own the supporter journey from purchase through to matchday.
 - Continually review customer service standards.
 - Work alongside Operations to improve stadium experience.
 - Develop supporter communications before, during and after fixtures.
 - Introduce digital improvements to simplify ticket purchasing.
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Ticket Office Management

- Manage the day-to-day operation of the Ticket Office.
 - Lead, motivate and develop Ticket Office staff.
 - Ensure all enquiries are handled professionally and efficiently.
 - Maintain ticketing systems and databases.
 - Ensure GDPR compliance and data accuracy.
 - Produce regular ticket sales and attendance reports.
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Marketing & Campaign Delivery

Working alongside the Marketing team to:

- Deliver integrated ticket sales campaigns.
 - Support kit launches and retail promotions.
 - Promote membership schemes.
 - Develop fan acquisition campaigns.
 - Create campaigns around key fixtures.
 - Grow family attendance.
 - Increase student and young adult engagement.
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Digital Engagement

Work alongside Digital and Content teams to:

- Improve supporter communications.
 - Support CRM campaigns.
 - Grow supporter databases.
 - Increase email engagement.
 - Develop personalised fan experiences.
 - Drive ticket sales through digital channels.
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Matchday Responsibilities

- Oversee Ticket Office operation.
 - Resolve supporter issues.
 - Coordinate ticket collections.
 - Ensure hospitality guest admissions run smoothly.
 - Work closely with Safety Officer and Operations team.
 - Monitor attendance reporting.
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Commercial Responsibilities

- Deliver agreed ticketing revenue targets.
 - Identify opportunities for upselling hospitality and premium experiences.
 - Support sponsorship activations linked to ticketing.
 - Work with partners on fan engagement campaigns.
 - Assist with budgeting and forecasting.
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Person Specification

Essential

- Experience managing a ticketing operation.
 - Strong understanding of CRM systems.
 - Experience using ticketing platforms.
 - Excellent customer service skills.
 - Commercially minded with a focus on revenue generation.
 - Strong organisational and planning skills.
 - Excellent communication skills.
 - Experience managing staff.
 - Ability to analyse data and produce reports.
 - Flexible approach to weekend and evening working.
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Desirable

- Experience within professional sport.
 - Knowledge of Ticketmaster, Future Ticketing or equivalent systems.
 - Understanding of supporter engagement strategies.
 - Experience delivering fan events.
 - Knowledge of Scottish football.
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Key Skills

- Leadership
- Customer Experience
- Commercial Awareness
- Data Analysis
- Project Management
- Communication
- Relationship Building
- Problem Solving
- Marketing Collaboration
- Digital Engagement
- Event Management
- Attention to Detail

Key Performance Indicators (KPIs)

- Season Ticket sales
- Matchday attendance
- Ticketing revenue
- Hospitality upsell revenue
- Supporter satisfaction scores
- Fan engagement participation
- CRM database growth
- Email campaign performance
- Ticket Office response times
- Matchday service standards
- Repeat attendance
- Conversion of first-time visitors into returning supporters

Interested candidates should submit their CV and a cover letter via email outlining their suitability for the role to recruitment@dundeefc.co.uk

Applications for this position must be submitted by Monday 10th August 2026.