# Ticketing & Memberships Lead

**Reports to:** Consumer Manager
**Location**: Christchurch, New Zealand
**Updated**: November 2026
**Type**: Full Time

**Position Purpose**

The Ticketing & Memberships Lead is responsible for the operational delivery of Crusaders and Matatū ticketing and membership programmes, ensuring seamless supporter experiences across all customer touchpoints.

This role leads the day-to-day administration, fulfilment and execution of ticketing and membership activity, including ticket onsales, membership fulfilment, customer service, reporting and system administration. Working closely with the Consumer Manager, the Ticketing & Memberships Lead supports the delivery of customer growth, engagement and retention initiatives by ensuring operational excellence across all supporter interactions.

The role is expected to maintain strong technical capability across Ticketmaster, Archtics, Account Manager and associated customer platforms, serving as the organisation's operational subject matter expert while providing exceptional service to members, supporters and ticket purchasers.

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**Key Accountabilities**

**Ticketing & Membership Systems Operations**

- Lead day-to-day ticketing & membership system operations for Crusaders and Matatū matches and events.
- Manage memberships and event ticketing builds, seating manifests, inventory control, pricing implementation and onsale timelines.
- Coordinate and execute presales, priority ticket offers, and special promotions.
- Act as primary operational contact for Ticketmaster to ensure seamless delivery.
- Conduct testing and quality assurance prior to onsales and customer communications.
- Support match-day ticketing and venue operations, ensuring smooth supporter access and event delivery.
- Assist with ticketing reconciliations and operational reporting.

**Membership Operations & Fulfilment**

- Manage memberships, renewals, upgrades and transfers for both Crusaders and Matatū.
- Coordinate benefit fulfilment and member communications that keep members informed, engaged and valued.

- Ensure that membership CRM and other databases are effective, relevant and up to date.
- Co-ordinate and deliver exclusive member events and game-day experiences that enhance member experience.

**Membership Acquisition & Renewals**

- Support and execute strategies to drive membership acquisition
- Participate in renewal cycle activities for both Crusaders and Matatū
- Co-ordinate and administer the group ticket sales approach, including offers, databases and communication.
- Support achievement of ticketing, membership and attendance targets through effective operational delivery and execution.

**Customer Service & Experience**

- Deliver exceptional customer service across all fan touchpoints, ensuring a seamless and positive experience.
- Manage fan enquiries and resolve issues promptly via email, phone, and in-person interactions.
- Identify operational opportunities to improve supporter experiences and escalate recommendations to the Consumer Manager.
- Support the achievement of customer service standards and response time expectations.
- Identify opportunities to improve supporter experiences and service delivery processes

**Reporting & Analytics**

- Produce operational reporting and performance dashboards to support decision making.
- Monitor ticket sales, membership performance, attendance and retention metrics.
- Produce regular reports for internal teams and key stakeholders, including forecasting and sales reviews.

**Systems & Process Management**

- Act as the operational subject matter expert for Ticketmaster, Archtics and Account Manager.
- Maintain operational procedures, process documentation and system user guides.
- Identify opportunities for automation and process improvement.
- Support system testing and implementation of enhancements.
- Assist with CRM administration and customer data management activities.
- Contribute to operational planning and business continuity initiatives.

**Health and Safety**

- Complies with the health and safety systems and emergency procedures in place throughout the business.
- Encourages staff participation in the business's health and safety system.
- Demonstrates a commitment to continuous health and safety improvement.




- Promptly and accurately reports all hazards, accidents and incidents.
- Attends health and safety update training sessions as required.

**Undertake any other duties as directed or required at any given time.**

- Such duties are carried out in a timely, professional, accurate manner.
- Participates in training and development related to the position as required
- Actively participates in the annual performance review process.

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**Key Relationships**

**Internal**

- Consumer Manager
- Commercial & Marketing Team
- Matatū Commercial & Marketing Manager
- Finance Team
- All Crusaders staff

**External**

- Ticketmaster
- Venues Ōtautahi
- Members, ticket purchasers and supporters
- New Zealand Rugby
- Super Rugby clubs

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**Essential Experience**

- 2+ years experience in ticketing, memberships or customer service.
- Knowledge and/or experience with Ticketmaster, Archtics or similar ticketing and CRM systems.
- Experience delivering customer service and resolving customer issues.
- Experience in stakeholder management and reporting.
- Strong planning, project management and organisational capability.

**Personal Attributes**

- Customer-focused and passionate about creating great experiences.
- A hands-on operator who is comfortable getting into systems, solving problems and personally delivering work when required.
- Strong relationship builder and collaborator.
- Proactive, adaptable and solutions-focused.
- Organised, resilient and accountable.
- Comfortable engaging directly with customers.




- Available to work flexible hours and weekend work, including Crusaders and Matatū home matches.