



**SECURE
TICKETS from
AUTHORISED
RETAILERS™**

BLAKE HOUSE, 18 BLAKE STREET, YORK, YO1 8QG
+44(0)1904 234737
WWW.STAR.ORG.UK

STAR AWARENESS PROJECT STRATEGIST

STAR is seeking an entertainment industry professional with marketing/communications expertise to create a strategy for increasing sector and public awareness of the work of STAR with the aim of reducing consumer fraud.

BACKGROUND

The Society of Ticket Agents and Retailers (STAR) was formed in 1997 to establish self-regulation in the entertainment ticketing sector. STAR members subscribe to a Code of Practice which sets standards of service and information. In addition, STAR works to help resolve disputes between its members and ticket buyers and is approved for this by Government under the Alternative Dispute Resolution for Consumer Disputes (Competent Authorities and Information) Regulations 2015.

STAR estimates that over 90% of entertainment tickets in the UK are sold through STAR members. Our annual report can be found at www.star.org.uk/ar and includes a full list of STAR members.

CONTEXT

In their ambition to secure tickets for the events they are desperate to see, customers can often make poor, uninformed judgements about where to purchase and this can lead to disappointment, over-charging and becoming victims of fraud.

STAR has a role to play in pointing customers to how and where they should buy tickets to avoid being ripped-off. In the past we have run occasional campaigns to help with this, but we acknowledge that our resources are limited in comparison to the scale of the problem.

However, we do have members that can reach millions of ticket-buying customers and who have supported campaigns in the past. The problem with that is 'preaching to the converted'. Those we really need to reach are new or naïve ticket buyers and this is a demographic which constantly refreshes – the fraudsters always have fresh prey.

We have also worked with external partners including Action Fraud who have been able to provide statistical information on ticket fraud to help substantiate the problems and costs faced by consumers.

The Labour Party's manifesto included that they would take action to increase consumer protection in the ticket resale market. While the detail of this will unfold as the new Government begins its work, it is likely that legislation will be brought in to cap prices in resale in an effort to address problems caused by ticket touting and uncapped online ticket marketplaces.



AIM

STAR is looking to establish an effective strategy to work with members and other partners to improve widespread awareness of STAR and to ensure cohesive messaging that both reassures existing ticket buyers and reaches those that may need guidance when purchasing.

To achieve this, STAR is seeking someone with appropriate knowledge and skills to propose that strategy in a way that makes maximum use of STAR's goodwill, membership, partners in consumer protection and law enforcement and the wider entertainment industry. There is also a need to take into account STAR's limited financial resources.

We want to see the sector better represented for its good work in helping audiences connect with events and to reduce the number of customers affected by the sorts of problems and rip-offs they encounter when they step away from buying from members of STAR.

PURPOSE OF THE ROLE

- Review existing awareness of the STAR brand in the ticketing entertainment marketplace, taking into consideration the following:
 - Website
 - Branding
 - Social
 - Press
 - Email
 - Visibility through STAR members

- Liaise with STAR members and external partners to establish ways of working with them going forward to achieve maximum benefit in increasing awareness of STAR. Those partners may include, but are not limited to:
 - STAR Members
 - Entertainment marketing teams (particularly in the music and theatre sectors)
 - Entertainment PR teams (particularly in the music and theatre sectors)
 - Action Fraud/City of London Police/National Fraud Investigation Bureau
 - Get Safe Online
 - Which?
 - Consumer Protection Partnership
 - Chartered Trading Standards Institute



- In particular, it is necessary to work with entertainment marketing & PR teams to ensure that STAR awareness is increased through mentioning STAR and its purpose wherever possible on:
 - Press releases
 - Websites (show/tour etc)
 - Branding/posters and general advertising (show/tour etc)
- Consider how to reach and educate new ticket buyers and how to maintain that work in the future on a regular basis.
- Taking into consideration all the above, to propose awareness plans for STAR, both short-term and long-term, that can be rolled out with the resources available.
- To consider whether a collective ‘moment’ could be generated that looks to reboot awareness of STAR and kickstart sustained, longer-term, activity.
- To assess and indicate the costs for implementing and maintaining those strategies.
- To document those strategies and costings and provide them to STAR by 30 November 2024 and to present and discuss them at a meeting of the STAR Council on 16 January 2025. Other check-ins during the course of the project will be agreed when the project begins.

PERSON SPECIFICATION

Experience:

- **Essential:**
 - Industry professional who has worked in the entertainment sector in a marketing and/or comms role.
 - Proven track record of developing and executing successful marketing and communication strategies.
 - Experience with digital marketing, including social media, SEO, content marketing, and email campaigns.
- **Desirable:**
 - Previous freelance or consultancy experience.



Skills and Abilities:

- **Essential:**
 - Strong understanding of the entertainment industry, including current trends and key players.
 - Excellent written and verbal communication skills.
 - Strong project management and organisational skills.
- **Desirable:**
 - Strong network of industry contacts.
 - Knowledge of the ticketing sector.

Personal Attributes:

- **Essential:**
 - Creative, innovative and strategic thinker.
 - Strong interpersonal skills with the ability to build and maintain relationships.
 - Ability to work independently and manage multiple projects simultaneously.
 - Highly motivated and self-driven.
 - Strong attention to detail.
- **Desirable:**
 - Passion for entertainment
 - Enthusiasm for keeping up-to-date with industry trends and developments.

Additional Requirements:

- **Essential:**
 - Flexible working hours to meet project deadlines.
 - Access to necessary technology and software for remote work.

This position is being offered on a freelance basis expected to take approximately eight days with the final work to be submitted in writing by 30 November 2024, followed by a presentation to and discussion with the STAR Council on 16 January 2025. Other check-ins and milestones within the project period, as well as payment terms, will be agreed on appointment. The available fee is £4,800 including all expenses. The project will be managed by a sub-group of the STAR Council through the Chief Executive.

Anyone interested should complete the form [HERE](#) where they can attach their CV. The Council will arrange interviews with selected applicants in w/c 26 August with the aim of the project beginning as early as possible in September 2024.

If you would like an informal conversation about the role, please email info@star.org.uk and we will get in touch to arrange a call.

