



JOB PROFILE SUMMARY

Job Title: Co-Ordinator, Tourism Development

Reports to: Senior Co-ordinator, Tourism Development

Department: Stadium Tours & Museum

To support the Senior Co-ordinator, Tourism Development in delivering the operational, technical, and commercial development of the Stadium Tours department, ensuring technology platforms deliver seamless functionality, accurate financial reporting, and exceptional customer experiences.

Acting as the lead technical specialist, the position oversees website performance, booking and POS systems, payment compliance, and API integrations with third-party partners. The role collaborates with internal teams and external vendors to optimise digital platforms, enhance conversion rates, and support revenue growth, while ensuring compliance, data security, and continuous innovation to maintain reputational excellence.

Responsible for the overall management, maintenance, and operational delivery of all visitor facing technical equipment used throughout the museum, tour route and visitor attraction. This includes audio-visual (AV) systems and guides, interactive displays, TV displays, green screen photography, exhibition installations, and general IT infrastructure.

KEY ACCOUNTABILITIES

Microsite/Website Development

- To monitor & manage Stadium Tours website functionality to enhance the customers experience and to drive revenue.
- To work collaboratively with both Marketing, CRM & Digital teams internally to evaluate the effective performance and identify required changes to increase and support MAuV and transaction conversion rates to support the financial growth KPI.
- To support any changes required, working with all key stakeholders to develop and implement all agreed changes/requirements.

Sports Fusion Booking Platform

- To support the daily operation of the Stadium Tours ticketing system, identify issues and implement timely solutions.
- To support the functionality of the ticketing platform to support all future growth and sale of new products & experiences and refine the customer journey from booking to arrival.
- To support a 2-way interface between the SF ticketing platform and both Stadium Tours microsite and the POS till systems. To identify and resolve any issues with service providers that may impact negatively on the customer experience, accurate financial reporting and transaction conversion rates.
- Manage deployments, testing and backlog clearing for the booking platform.

POS Till Systems

- To support the daily interface between POS till systems and ticketing booking platforms.
- To support and rectify any interface issues immediately and implement regular troubleshooting test systems.
- To ensure the production of accurate financial reports across systems to ensure revenue growth and booking trends are captured correctly to support the Stadium Tours Manager in all business decisions.
- Support with the developments to the till systems to ensure they meet business needs

Payments

- Support the Senior Co-ordinator, Tourism development with any payment queries or issues.
- Investigate and troubleshoot any issues relating to payments
- Support with robust data security and compliance with GDPR and payment security standards across all platforms
- Support in implementing any changes/training around payments

API Link Connectivity & Partner Development

- To develop API links with existing 3rd party and gift experience companies and identify additional platform developments to support future revenue growth.
- To identify new potential API links with 3rd party companies and translate & implement technical solutions with them to achieve increased growth.
- Support the Stadium Tours Manager to negotiate and finalize all agreements in accordance with Liverpool Football Club's contract guidelines and policies.
- Troubleshoot and resolve any connectivity issues with partners
- Assist with any potential developments for existing APIs to maximise revenue

Stadium Tour & Museum Technology

- **Preventative maintenance and inspection:** Develop and execute a proactive preventative maintenance schedule for all technical equipment, including daily checks before opening. Regularly inspect and test all tour route & museum AV, lighting, and interactive displays to ensure they are in perfect working order.
- **Reactive maintenance and repairs:** Respond promptly to technical issues and faults across the museum and tour route. Troubleshoot, diagnose, and repair equipment malfunctions to minimize downtime and disruption to the visitor experience.
- **Technical support for events:** Provide on-site technical support for museum events, presentations, and temporary exhibitions, including setup, operation, and troubleshooting.
- **Inventory and asset management:** Maintain an accurate inventory of all technical equipment, including tracking maintenance records, software licenses, and repair history. Manage technical stores and workshops, ensuring tools and equipment are well-maintained and organized.
- **Health and safety compliance:** Ensure all technical operations and equipment installations comply with health and safety regulations. Produce and maintain risk assessments and safe systems of work for all technical tasks.
- **Technical advice and planning:** Provide expert technical advice to other departments, including curators and exhibition designers, regarding equipment specification and project planning.
- **External contractors:** Liaise with external contractors and suppliers for specialist repairs, new equipment procurement, and ongoing service contracts. Supervise external technical staff working on-site to ensure high standards are met.
- **Staff training:** Train colleagues, on the correct and safe operation of technical equipment and basic troubleshooting procedures.