



# HANNAH COLLINS

**TICKETING OPERATIONS  
EXECUTIVE FOR THE RFU  
AT TWICKENHAM  
STADIUM**

YEAR OF LEAVING: 2005



## **What was your favourite subject at school and why?**

At GCSE I really enjoyed Home Economics: Food & Nutrition (as it was called then) as it allowed me to be creative and I always enjoyed the more 'hands on' subjects.

At A Level I enjoyed all three subjects that I did - Business Studies, Media Studies and Psychology – as I knew that these would be useful to me in for the degree that I was looking to study.

## **What have you been up to since leaving school?**

I went straight from school to Northumbria University in Newcastle where I studied BSc (Hons) Sport Management and graduated in July 2008. In February 2009, after many rejections from other job interviews, I got my first job with the Rugby Football Union in Twickenham as a Ticket Office Administrator. I have worked within the RFU Ticketing Team ever since, moving from Ticket Office Administrator to Ticket Officer to Ticketing Operations Executive. I also worked as part of the match day ticketing team at various stadiums when England hosted the Rugby World Cup in 2015.

## **What experience and qualifications do you need to do your job, and do you have advice for current students looking to go into your sector?**

There are no specific qualifications that you require to work in ticketing; it is always said that you fall in to the ticketing industry by chance and then get hooked in and never leave! You do need to be good at problem solving and thinking outside of the box, and having good customer service skills is also key.

I would say that getting some kind of work experience within whatever sector of the sporting industry you want to work in is key. I happened to get a part-time job in the Ticket Office at Newcastle Falcons rugby club when I was at University and also undertook my 12 week work placement in the Community and Marketing department at Newcastle Falcons during the second year of my degree. Having these experiences were extremely valuable when applying for jobs after graduating.

### **What is one piece of advice you would give to current students?**

If you have a specific career in mind that you think that you would like to go in to then definitely try to get some work experience in that area to make sure that it is what you want to do. When I was in Key Stage 3 I enjoyed music and really wanted to work in the music industry, so in Year 10 I did two weeks work experience at a small independent record label in Cardiff. During those two weeks I realised that the music industry wasn't for me...it was so cut throat even at that independent level that I knew straight away that I didn't have the personality that would fit in to that industry! It was then that I thought about working in something else that I enjoy – sport – and started researching what degrees and careers would be available to me. I found the various Sports Management degree courses available and have never looked back!

### **What challenges have you faced in your life so far, and how have you overcome them? What is your next big goal?**

Getting a job working within sport after graduating was one of the biggest challenges that I have faced. I had many interviews at various sporting organisations (and got 'Nos' from all of them!) before getting my first job at the RFU. I always said that working for the RFU would be my dream so to do it as my first job was a real achievement for me. My next goal is to be involved in some capacity of the ticketing of a major event, such as the Olympics. I have friends who worked on the London 2012 Olympic and Paralympic Games and they say that it was one of the hardest but most rewarding experiences that they have had in their working lives.

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