

MELBOURNE International Arts FESTIVAL

Position Title: Ticketing Coordinator
Work Unit: Marketing
Reporting to: Ticketing & Data Manager
Designation: Fixed Term Full Time Contract (June – October 2019)
Salary Range: \$60k FTE base per annum

TICKETING COORDINATOR

Organisation Context

Melbourne International Arts Festival is one of Australia's leading international arts festivals and has an outstanding reputation for presenting unique international and Australian events in the fields of dance, theatre, music, visual arts, multimedia, free and outdoor events over 19 days each October.

Annual turnover is in the range of \$10-\$12 million, with the revenue base comprising approximately 55% contributed public funding, 30% earned revenue from box office receipts and 15% contributed funds from sponsors and individual donors. There are 19 core staff, and the team increases to over 60 with short term staff in the lead up to and during the festival.

Based in Federation Square, Melbourne International Arts Festival is an equal opportunity employer and as such is committed to fair and equitable treatment for all employees and potential employees. Aboriginal and Torres Strait Islander people are encouraged to apply.

As an employee you can make an important contribution to our culture, the development of our organisation and our ultimate success.

Summary of Position

Reporting to the Ticketing & Data Manager, the Ticketing Coordinator is a key member of the Festival's ticketing services function which sits within the Marketing team. Working closely with the wider Marketing team, the ticketing services function plays a critical role in ensuring the Festival can achieve its box office targets by delivering modern ticketing infrastructure. This function includes managing the internal ticketing system (Tessitura), liaison with Festival venues and agencies and delivering the ongoing expansion of Tessitura across the business.

Purpose

The Ticketing Coordinator's primary purpose is to:

- Assist the Ticketing & Data Manager with initial event builds
- Maintain event builds and allocations
- Process requests from internal team members and external stakeholders
- Prepare daily sales reports to be distributed to the organisation
- Assist the Ticketing & Data Manager with operational planning

Key relationships

The Ticketing Coordinator requires close cooperation with all Festival staff and senior management, customers, venues and suppliers.

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Specific Responsibilities/Activities

Ticketing

- Set up of event ticketing in time for launch sales and coordination of arrangements for door sales for same
- With the Ticketing & Data Manager, ensure all events in the Festival program are on sale by the agreed-on sale date and time
- Liaise with Development staff to formulate the department's corporate hospitality and ticketing requirements
- In conjunction with the appropriate marketing contact, implement ticketing offers including education bookings
- Organise the booking forms and systems for all stakeholders as per the appropriate ticketing policies
- Assist customers by phone and email as required
- Assist in keeping the Festival up to date with all developments in local ticketing industry and provision of advice on future directions
- Review current practices in ticketing with a view to improving existing systems for future use

Statistics & Reporting

- Assist with the preparation and distribution of daily, weekly and other sales reports including final reconciliations
- Provide research and consultation regarding the Festival's statistical requirements with Festival staff
- Analysis of statistical data as required
- Development of new analytical and reporting procedures as required

Management

- Assist in the management of Festival staffed box offices, including staff members
- Assist in the supervision of Customer Service Assistants in the Festival office and other locations
- Assist in the management of ticket allocations across various points of sale to ensure optimum customer satisfaction
- Assist in the development of process and procedure manuals for ticketing services
- Deputise for the Ticketing & Data Manager when they are away from the office
- Work closely with the Customer Service Coordinator

Communications

- Consult with Marketing team members on ticketing information for various Festival publications and other collateral
- Develop and maintain effective relationships with ticket agents, venues and Festival employees
- Provide high quality service to all sponsors, patrons, board members, public and others who deal with the Ticketing office
- Ensure communication is clear and timely with other Festival team members and external stakeholders

Administration

- Issuing of complimentary tickets as applicable
- Develop and maintain effective filing and archiving systems for Festival ticketing activities and materials relevant to this role
- Attend meetings as required

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Key Selection Criteria

The selection criteria for the position are:

1. **Experience** – minimum three years' experience in ticketing.
2. **Arts Sector Experience** – a proven familiarity with the leisure, entertainment and arts marketplace, and a clear understanding of the role of the Festival in that context.
3. **Relationship Management** – ability to develop collaborative working relationships with staff and stakeholders, and ability to deliver exceptional customer service.
4. **Ticketing Literacy** – experience with Tessitura required. Ability to understand and operate ticketing software and to understand and use ticketing procedures.
5. **Statistical** – well developed mathematical skills and accuracy for ticketing and statistical analysis.
6. **Administration** – ability to meet and set deadlines, with advanced knowledge of Excel and sound knowledge of Word, and strong communication skills.

Personal Attributes

Required for success in this role:

1. **Personable Manner** – Understands staff and stakeholders' needs and expectations, readily establishes rapport and engagement, sustains excellent relationships across a wide social milieu.
2. **Problem Solving Aptitude** – Comfortable with complexity and uncertainty, quick to understand issues, readily adjusts and adapts to achieve optimum objectives, capable of innovation and flexibility, facilitates calm, unbiased issue resolution. Sensitive to and fluent in anticipating and responding to stakeholders' needs and excellent communication skills.
3. **Reliable and trustworthy** – performs duties with honesty and integrity.
4. **Flexibility** – able to adapt to fluctuating workload and to work collaboratively.

Location and other terms

The position is based at the Melbourne International Arts Festival Offices in Federation Square, Melbourne.

The position is a fixed term full time contract from 3rd June to 1st November 2019.

Application details

Please provide your resume and covering letter responding to the selection criteria to:

Email: jobs@festival.melbourne

Applications close: 9am on Monday 20th May 2019

Interviews will take place: Thurs 23rd and Fri 24th May 2019