

<b>Position Title</b>	<b>Ticketing Coordinator</b>
<b>Status</b>	Full-time
<b>Classification Level</b>	Level 3
<b>Department</b>	Business Performance
<b>Effective Date</b>	December 2023

## ABOUT US

Operated by the Sunshine Coast Events Centre Pty Ltd, The Events Centre is the leading performing arts centre located on the beautiful Sunshine Coast. We are a place where arts, entertainment and events come alive; where the community gathers to celebrate, learn, and connect.

We provide cultural leadership for the Sunshine Coast and enhance the liveability of the region by presenting a rich and diverse program of performing arts and events, enhancing local creative industries and vocational opportunities. We engage in programming and partnerships for the benefit of culture, tourism, and business, putting audiences, artists and community at the heart of everything we do.

We strive to be a beacon of inspiration, innovation, and inclusivity, fostering a sense of belonging, pride, and cultural vitality.

## ABOUT THE ROLE

The Business Performance Department works to drive, monitor, and measure the activities of the Sunshine Coast Events Centre Pty Ltd.

The Ticketing Coordinator is accountable to the Business Performance Manager to ensure the delivery of a high-performing ticketing service, maximising revenue, delivering excellent internal communications, and providing an excellent customer experience to all stakeholders. The position involves direct customer service alongside supervision of the ticketing staff. The Ticketing Coordinator assists internal teams to make data-driven decisions through the provision of quality reporting and advice.

## RESPONSIBILITIES

### People

- Supervise a productive team ensuring compliance with our values, organisational policies, and relevant laws and regulations including WHS.
- Undertake the training, development and coaching of new and existing staff to drive excellence and service consistency for both external and internal customers, including the undertaking of staff performance reviews as necessary.
- Develop effective rostering and assist with the recruitment of ticketing staff.

### Ticketing

- In liaison with the Business Performance Manager, develop and implement ticketing policies and procedures to ensure that ticketing operations are conducted in a professional and accurate manner.
- Be responsible for all ticketing processes, including new event builds, on-sale dates, and the creation and improvement of seating plans.
- Be primary liaison with group bookers and develop strategies to gain additional business.
- When required, be responsible for any contracts and relationships with the external ticketing partners, ensuring regular liaison and clear communications.

- Ensure excellent client relationships are developed and maintained with hirers and presenting company representatives, including the supervision of ticket allocations when required.
- In liaison with the Business Performance Manager, implement the House Seat policy.
- Keep abreast of current trends and best practice in ticketing operations including compliance with the data protection and privacy regulations.
- Ensure adherence to Live Performance Australia's Ticketing Code of Practice and all statutory requirements in regard to pricing and advertising, as well as The Events Centre's Privacy Policy.

#### **Systems Management**

- Maintain relevant software systems and programs to ensure seamless box office operations and high-quality data management.
- Ensure data quality and continual improvement in protocols and processes to deliver best practice use of the ticketing and CRM functionality of the software.
- Where necessary, undertake data imports and exports, ensuring appropriate data structure and security.

#### **Customer Service**

- Ensure a welcoming workplace is maintained in the daily interactions with customers and guests.
- Provide exceptional customer service to patrons and continue to re-evaluate and update the ticket transaction pathways (online, email, phone and in-person) to optimise the customer experience.
- Provide exceptional customer service to clients (promoters/hirers) through the timely provision of relevant information and ticketing documentation to enable sale of tickets, including ticketing event builds and website interface.
- Handle ticketing complaints in a customer-centric manner, escalating to the Business Performance Manager as required.
- Contribute to the development and implementation of ongoing improvements in patron and client experience and the development of strategic recommendations to increase customer satisfaction and loyalty.

#### **Reporting**

- Provide timely and accurate sales reporting.
- Analyse and report on statistical data in relation to ticket sales and purchasing trends.
- Undertake box office daily financial reconciliations and end of event settlement reports for the accounting team.
- Support other teams in the organisation with projects requiring data updates, customer lists, transactions and other CRM related initiatives.

#### **Administration**

- Oversee the provision of reception services for the organisation.
- Supervise and provide cashiering services including cash handling, POS and EFT sales and reporting, in accordance with organisational standards and procedures.
- Achieve a high level of accuracy in financial and administrative tasks and record keeping.
- Contribute to the planning of marketing campaigns, market research and audience development strategy as required.
- Undertake office opening and closing procedures for the box office and the building as necessary.

*NOTE: An employee may be directed to carry out such duties as are within the limits of the employee's skill, competence, and training.*

**ROLE DIMENSIONS**

**Reporting line**

- To the Business Performance Manager

**Direct reports**

- Ticketing staff

**Delegated Decision making**

- Delegation of tasks across the ticketing team.
- Time sheet sign-off for ticketing employees.

**Budget/Expenditure**

- Nominated business as usual expenses as per the adopted annual budget.
- Delegated expenditure limit – \$3,000

**ABOUT YOU**

We are seeking candidates who have a developed attention to detail, are customer-centric, and have advanced communication skills, along with:

- Minimum 3 years ticketing experience.
- A high level of computer literacy
- Previous experience in financial reconciliation of daily takings
- The ability to effectively supervise and coach staff through day-to-day operations.
- Demonstrated experience in time management, complex tasks and competing deadlines.
- Ability to work with enthusiasm and flexibility in a fast paced, agile, small team environment.
- Ability to work outside normal hours if required.

**ACKNOWLEDGEMENT**

I, ....., accept the position description as outlined above. I have been given an opportunity to ask questions about the contents and I understand the terms and conditions outlined in this document.

..... Date: ...../...../.....  
**Signature of Employee**