



# Ticketing Manager

## Position Description

<b>Position</b>	<b>Ticketing Manager</b>
<b>Reporting to</b>	Head of Audience & Digital
<b>Position type</b>	Full Time Seasonal Contract: 2 June - 14 November
<b>Salary</b>	\$74,000 per annum + superannuation
<b>Direct Reports</b>	Ticketing Coordinator and Casual Box Office Staff
<b>Financial Delegation</b>	\$1,000
<b>Location</b>	Carlton (with some remote work / work from home as negotiated)
<b>Date of Preparation</b>	14 April 2025

## Position Purpose

To manage the successful rollout of Melbourne Fringe's 2025 Festival Ticketing builds.

## Role Summary

The Ticketing Manager is a key role of the Audience & Digital team and is responsible for delivering the ticket builds for the 2025 Melbourne Fringe Festival. They oversee VIP ticketing, Festival box office set ups and act as a key ticketing point of contact for artists and venues.

As our Ticketing Manager, you will help to drive best practice organisational ticketing processes. You're a ticketing aficionado who has strong experience with data reporting and systems.

You will manage the Festival ticketing implementation, be our resident Red61 and all round ticketing expert. You will ensure ticketing systems and processes are efficient and effective. You'll be in charge of coordinating event builds, liaising with Red61, providing a central point of contact for both artists and venues as well as providing information and advice on ticketing and reporting.

## About Melbourne Fringe

Melbourne Fringe democratises the arts. Our vision is cultural democracy – empowering anyone to realise their right to creative expression. We support the development and presentation of artworks by, with and for Melbourne's people, running the annual Melbourne Fringe Festival, the year-round venue Fringe Common Rooms at Trades Hall, and a range of arts sector leadership programs. We believe that access to the arts and creative expression are fundamental rights of our citizenship and vital to a creative, healthy, cohesive society.

## Our Work Culture

Melbourne Fringe is a forward-thinking, creative and inclusive organisation. Our dreaming is out of the box, our work ethic is strong, and we don't let our limited resources stop us from making seemingly impossible things happen. We believe that great work is made by people who enjoy what they do. We are proud to have a diverse workplace that celebrates difference and encourages people to bring their whole selves to work with pride.

Fringe is a values-driven workplace characterised by big-picture thinking, optimism and playfulness. We have a reputation as a hard-working, caring, energetic, fast-paced workplace that values our people and their health and which brings them together socially for lunch, events and fun times.

You're the right fit for Melbourne Fringe if you are:

- Passionate about creativity and cultural equity
- Willing to support anyone to participate in the arts, regardless of their experience, age, gender, ability, sexuality, cultural background or artistic practice
- Excited by the challenge of making ambitious things happen on limited budgets
- Ready for personal and professional learning and continual improvement
- Into a collaborative and social work culture

## **Benefits of Working at Melbourne Fringe**

Melbourne Fringe employees enjoy:

- A flexible work environment including regular work-from-home options (every Thursday, every second Tuesday, and at other times by negotiation)
- A glorious “no meetings” day every week
- Four Weeks' Accrued Annual Leave
- Best practice special leave entitlements including parental leave of up to 12 weeks' paid leave, and generous personal leave policies that cover physical and mental health, gender affirmation leave, cultural leave, menstrual and menopause leave and disability leave.
- An Employee Assistance Program counselling service
- A commitment to continuous learning, including sector-leading staff training and a personalised professional development plan which includes options for coaching, mentoring, networking, skills development and training. Staff also have the opportunity to participate in organisation-wide training and development sessions throughout the year.

## **Ticketing Manager**

**Here's a list of things you'll be responsible for:**

### **Ticketing**

- Oversee organisational ticketing implementation, including:
  - Coordinate event builds in the ticketing system for the Melbourne Fringe Festival.
- Liaise with the Festival ticket system provider, Red61, as the first point of contact.
- Work with the Head of Audience & Digital to ensure smooth integration between Red61, the artist registration system Eventotron and the organisation's website.
  - Oversee the installation of Festival box offices and associated systems in collaboration with the Operations team.
  - Act as the key ticketing point of contact for performers and venues.
  - Create guides and documentation for artists in using the ticketing system.
  - Support the Artist Services team with artist queries, event registration proofing and ticketing advice as required.
  - Manage email ticketing enquiries, complaints and ticket requests, ensuring they are appropriately logged and responded to.
  - Manage the Festival ticketing phone line and phone room.
  - Oversee process for complimentary ticket processing, including VIPs, judges, and industry.
- In collaboration with the Head of Audience & Digital, develop and maintain Melbourne Fringe's ticketing policies, procedures and systems in line with industry best practice.
- Work closely with venues on bespoke venue partnerships.
- Coordinate reporting to internal staff, as well as to peak bodies such as Live Performance Australia.

- Implement audience development strategies, ensuring diversity is prioritised and best practice accessibility standards and communications with First Nations, d/Deaf, disabled and other key stakeholders.

### **Reporting**

- Support the delivery of the organisation's reporting across the year including post-Festival and end of season reports.
- Assist with ticket sales reconciliation for each event.
- Oversee the systems and processes to ensure data is clean and up to date.
- Work with the Marketing Manager to analyse the impact of marketing campaigns and digital activities on sales.
- Act as Melbourne Fringe's Privacy champion and ensure best practice.

### **Staffing**

- Recruit casual and contract ticketing staff during peak periods.
- Train staff and volunteers, including creating guides and documentation.
- Manage and roster all ticketing staff.

### **General**

- Actively contribute to upholding best practice cultural safety for all Melbourne Fringe staff, artists, volunteers, audiences and other stakeholders.
- Engage fully in the Melbourne Fringe Festival, which by the nature of the Festival may mean extended hours and expanded duties during the Festival period (followed by some well-earned days off in lieu).
- Attend where required festivals, events, shows, exhibitions, industry gatherings and philanthropic activities and events throughout the year.
- Other duties as agreed with the Head of Audience & Digital, acknowledging that jobs evolve to meet the changing needs of the arts environment, and this document is an overview and not intended to represent the role performed in perpetuity.

## **Here are the skills and attributes you need to bring\*:**

- Passion for the work of Melbourne Fringe and a commitment to cultural equity.
- Experience in the use of ticketing systems (ideally Red61).
- Resilience and ability to work effectively under pressure.
- Meticulous attention to detail.
- Sense of humour.

*\* If you don't yet have all of the experience, know that Melbourne Fringe is a workplace that values ongoing skills development, mentoring and training.*

## **Our commitment to cultural equity**

Melbourne Fringe has a deep commitment to cultural equity, and we strongly encourage applications from people who identify as First Nations, d/Deaf, disabled, people of colour, queer, transgender and gender-diverse people, as well as people with caring responsibilities. We celebrate people's differences.

We know sometimes people – especially those from more marginalised groups – might feel under-qualified for a job or like you might not belong. If that's you, we especially welcome you – Fringe is a place that supports and up-skills people as they're learning on the job.

If this application format isn't accessible for you, please get in touch and let us know what alternative format would suit you best. Upon engagement, we can work with disabled staff to

consider reasonable workplace adjustments to ensure access needs are met. If you have any questions about accessibility, please contact Carly Findlay, Access Advisor, on (03) 9660 9600 or [carly@melbournefringe.com.au](mailto:carly@melbournefringe.com.au).

Please advise us of any pre-existing injuries or conditions that may arise that might inhibit you in the physical requirements of the position, or any other access needs that you might have.