

Melbourne Writers Festival

Position title:	Sales & Ticketing Manager
Reports to:	Marketing and Development Manager
Direct reports:	Box Office Supervisor; Box Office volunteers
Contract dates:	Full time Monday 23 April 2018 – Friday 14 September 2018, with scope for annual renewal
Salary:	\$46,000–\$50,000, pro rata of full time per annum equivalent, plus superannuation, dependent on experience

Melbourne Writers Festival is an internationally acclaimed festival that celebrates literature and the work of writers. We seek a dynamic, customer focused individual with experience in ticketing and great operational skill, who can deliver a customer-focused festival ticket sales function.

Who we are

Melbourne Writers Festival is Victoria's winter celebration for readers, writers and thinkers. The Festival features over 300 events over 10 days. This includes the Schools' Program, which features 70 events over 4 days. In 2018, the Festival is on from Friday 24 August to Sunday 2 September.

As one of Australia's leading cultural events, we attract the world's best writers and thinkers to create stimulating, meaningful moments that inspire lasting passion for reading and ideas.

Each year, the Festival celebrates the art, talent and ideas of hundreds of writers from Australia and around the world, through a vibrant program of storytelling, conversation and discussion, intellectual debate, educational programs, live performance, music and art events. The Festival includes a number of free and family events for people of all ages.

Growing the next generation of readers is something MWF takes great pride in. Our Schools' Program is Australia's biggest literary festival for students.

Melbourne Writers Festival is an equal opportunity employer and supports a diverse and inclusive workplace.

About the role

The Sales & Ticketing Manager delivers box office and customer service functions for the festival. They are responsible for managing and maintaining online ticketing and onsite box office systems and providing exceptional customer service, and are instrumental in achieving revenue targets.

Within MWF's marketing and development team, the Sales & Ticketing Manager will develop and execute agile and responsive ticketing initiatives that engage and grow audiences, whilst ensuring an excellent ticket provision for stakeholders.

As part of a small and dedicated Festival team, they have the opportunity to build their experience of festival operations, audience engagement, team leadership and stakeholder liaison; and demonstrate real impact on ticket sales and revenue.

KEY RESPONSIBILITIES

Ticketing operations

- Set up and supervise all aspects of the ticket sales system, via MWF's ticketing provider Ferve Tickets, in accordance with a deliverables schedule and timeline.
- Deliver all data for ticketing; ensure ongoing accuracy and completeness of data.
- Set up and manage onsite box offices.
- Recruit and supervise a Box Office Supervisor, supported by the General Manager.
- Supervise, train and roster box office volunteers, supported by the Volunteer Coordinator.

Sales

- Analyse and provide information on customer engagement with the festival program.
- With the marketing team, devise and implement responsive ticket sales strategies.
- Generate sales and activity reports to inform initiatives, promotions, and ticket offers.
- Ensure safe and secure provision of cash; undertake daily cash reconciliations.
- Support the General Manager in financial reconciliation of ticket sales.

Customer experience

- Manage ticket sales communications with customers and stakeholders.
- Test and review ticket purchase functionality and customer experience.
- Oversee ticket holds and complimentary ticket distribution for stakeholders including sponsors, event partners and media.
- Manage a dedicated Schools' Program reservation and booking process for school groups.
- Maintain a high level of customer service.

KEY SELECTION CRITERIA

We are looking for someone who loves festivals, cares about customer experience, and has great operational experience administering ticket sales services. Applicants should be able to demonstrate:

- Technical proficiency with box office and ticketing systems (experience of Ferve Tickets an advantage)
- A keen interest in sales and marketing, sales analysis, and initiatives that attract and grow audiences
- Success in a customer service role
- Evidence of great attention to detail and organisational skills
- Ability and aptitude in effectively managing volunteers

HOW TO APPLY: Applications close at 9am AEDT Monday 19 March 2018.

Please complete and return the **MWF job application form** which is available on our website [here](#). You can also request an application form by contacting us on admin@mwf.com.au or telephone (03) 9094 7859.

You will be asked to provide a response to this position description and the 5 key selection criteria.

Please return your completed job application form, with your Curriculum Vitae. The documents should be given document titles that start with your surname, then your first name.

Please send your application form and CV to shona@mwf.com.au with subject header "Sales & Ticketing Coordinator <your name>". You must submit these by 9am AEDT Monday 19 March 2018.

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