

POSITION DESCRIPTION

Position title:	Ticketing Manager
Commencement Date:	Monday 10 February 2025
Terms:	Fixed period, from Monday 10 February to Friday 16 May 2025
Reports to:	Festival Director, with reporting line to Head of Marketing and Partnerships
Direct Reports:	Front of House and Volunteers Manager, Box Office Casuals
Work type:	Three days per week (0.6FTE) 10 February – 14 March Full-time (1.0FTE) 17 March – 16 May
Salary:	Pro rata \$77,500 FTE per annum, plus statutory superannuation
Location:	Melbourne CBD (on-site)

About MWF

Since 1986, Melbourne Writers Festival has been entertaining hundreds of thousands of readers and writers as Australia's boldest literary festival. Based in Melbourne, a UNESCO City of Literature, we ignite conversations that shape the cultural, literary and political world around us. The 2025 festival will take place 8–11 May in venues across Melbourne, with MWF Schools taking place 5-9 May.

About the role

The 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.

Reporting to the Head of Marketing and Partnerships, the Ticketing Manager will contribute to the planning and execution of 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.

MWF's box office and ticketing function is delivered by box office provider Ferve Tickets.

Key responsibilities

Ticketing operations

- Set up and supervise all aspects of the ticket sales system, via MWF's ticketing provider Ferve Tickets and data management system AirTable, 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 Box Office casuals, supported by the Head of Marketing and Partnerships.
- Supervise, train and roster box office staff.

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 throughout the Festival campaign to highlight sales patterns and help inform initiatives, promotions, and ticket offers.
- Provide post Festival reporting and assist with ticket sales reconciliation for each event
- 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 (with support from the Head of Marketing and Partnerships) the Front of House and Volunteers Manager, ensuring a high standard of audience experience at Festival events.
- Manage a dedicated Schools' Program reservation and booking process for school groups.
- Maintain a high level of customer service.

Selection criteria

We are looking for someone who loves festivals, cares about customer experience, and has great operational experience administering ticket sales services. The successful candidate will be proactive and committed to driving ticket sales to support the Festival. Applicants should be able to demonstrate:

- Technical proficiency with ticketing systems (experience with Ferve Tickets an advantage)
- Experience with uploading and managing data on Airtable (preferable but not essential)
- Expertise in the preparation, writing and analysis of ticketing and sales reports
- A keen interest in sales and marketing, analysis, and initiatives that attract and grow audiences
- Success in a customer service role, where excellent written and verbal communication skills were demonstrated
- Evidence of exceptional attention to detail and organisational skills
- Ability and aptitude in effectively managing volunteers

How to apply

Please submit your application to recruitment@mwf.com.au with the subject line 'Ticketing Manager'. You can address your application to Mimi Nightingale, Head of Marketing and Partnerships. Your application should include:

- A cover letter (maximum two pages) responding to the key selection criteria
- A current CV that clearly details your skills and experience as relevant to this role (maximum three pages)

Applications will be considered on a rolling basis.

For enquiries regarding the position, please contact Mimi Nightingale, Head of Marketing and Partnerships, at mimi@mwf.com.au.



Further information

Melbourne Writers Festival is an Equal Employment Opportunity Employer.

MWF is committed to diversity and inclusion and aspires to be reflective of our broader community. We encourage applications from First Nations people, those who are culturally and linguistically diverse, the LGBTQIA+ community, and people with disability or who are D/deaf. MWF will consider flexible working options and reasonable adjustments for applicants with disability.