

TICKETING MANAGER POSITION DESCRIPTION 2026

Position title:	Ticketing Manager
Reports to:	Head of Marketing and Partnerships
Direct Reports:	Casual ticketing staff, including Ticketing Assistant
Salary:	Pro rata \$80,000 FTE per annum, plus statutory superannuation
Employment basis:	Fixed period, from approximately Monday 2 February to Friday 22 May 2025: • Three days per week (0.6FTE) 2 February to 27 February • Full-time (1.0FTE) 2 March – 22 May Start date and work fractions are negotiable.
Location:	The position is located in The Wheeler Centre for Books, Writing and Ideas at 176 Little Lonsdale Street, Melbourne, Victoria 3000.

Background

Melbourne Writers Festival brings writers and readers together to be inspired, challenged and thrilled by an excellent, creative and surprising program of events celebrating books and ideas.

Since 1986, we have entertained hundreds of thousands of readers as the flagship annual writers festival of our UNESCO City of Literature. MWF ignites conversations across Melbourne and inspires curiosity and connection.

Featuring internationally renowned and leading Australian writers and anchored by our First Nations curators, the Melbourne Writers Festival has a focus on contemporary literary fiction, along with non-fiction writers, thinkers, and commentators. Through the annual MWF Schools program, we support the next generation of young readers and writers.

MWF is a not-for-profit incorporated organisation funded by box office and other earned income; state, local, federal and international government funding; sponsorship, donations and fundraising.

The 2026 Festival will take place from 7-10 May, with MWF Schools running from 4-8 May. The Festival program launches 19 March, while MWF Schools launches on 11 February.

Our Team

MWF's core year-round team is led by a Festival Director who reports to the Board, supported by a full-time General Manager, a full-time Head of Marketing and Partnerships, a part-time Senior Development Manager, and a part-time Program Producer. The Board oversees the governance and strategic direction of MWF.

Role Summary

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 manage 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 team, they have the opportunity to build their experience in festival operations, audience engagement, team leadership and stakeholder liaison; and demonstrate real impact on ticket sales, revenue and customer experience.

The Ticketing Manager will be supported by a casual Ticketing Assistant during peak periods of the MWF sales campaign period, and during the Festival.

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

Key responsibilities

Ticketing Operations

- Set up and supervise all aspects of the ticket sales system for approximately 80-90 Festival events 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 the on-site box office during the Festival.
- Recruit, train and supervise casual ticketing staff (with support from the Head of Marketing and Partnerships), including a Ticketing Assistant.
- Act as the key liaison with the ticketing provider to maintain the festival ticketing set up and troubleshoot as required.

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 period to highlight sales patterns and help inform initiatives, promotions, and ticket offers.
- Provide comprehensive in-season and post-Festival reporting, analysis and recommendations to support continual improvement of MWF ticketing processes.
- Work with the General Manager to undertake financial reconciliation of ticket sales.

Customer Experience

- Manage communications with customers and ticketholders, including handling general ticketing enquiries and troubleshooting customer issues.
- Test and review ticket purchase functionality and customer experience.
- Oversee ticket holds and complimentary ticket distribution for stakeholders including sponsors, event partners and media.
- Work closely with the Front of House & Volunteers Manager to ensure a high standard of audience experience at Festival events.
- Manage dedicated MWF Schools Program reservation and booking processes for school groups.
- Maintain a high level of customer service at all times.

Selection criteria

We are looking for someone who loves festivals, cares about customer experience, and has strong 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:

1. Technical proficiency with ticketing systems (experience with Ferve Tickets desirable, but not essential)
2. Experience uploading and managing event and ticketing data via a CRM or database system (experience with AirTable desirable but not essential)
3. Expertise in the preparation, writing and analysis of ticketing and sales reports
4. A keen interest in sales and marketing, analysis, and initiatives that attract and grow audiences
5. Success in a customer service role, where excellent written and verbal communication skills were demonstrated

6. Evidence of exceptional attention to detail and organisational skills

Further information

Flexible work arrangements can be discussed. Time off in lieu applies for weekend Festival work.

Employees at Melbourne Writers Festival have access to an Employee Assistance Program.

All MWF staff are required to hold a current Working with Children Check.

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.

Confidential enquiries about the role can be made to Adrian Basso, MWF General Manager, at adrian@mwf.com.au or 0418 560 454