

Position Description

Ticketing Coordinator

WORKING AT THEATRE NORTH

At Theatre North, roles operate within a collaborative and evolving environment. Employees are expected to contribute flexibly to organisational priorities and undertake reasonable duties aligned to their role, skills and capability.

OBJECTIVE

The Ticketing Coordinator is responsible for the coordination, configuration and ongoing administration of Theatre North's ticketing systems across performances, events, venue hires and contracted ticketing services.

Working closely with the Marketing & Insights Manager, the role ensures the accurate delivery of ticketing builds, seating configurations, event setup, reporting and system administration while contributing to exceptional patron, promoter and client experiences. The position works closely with hirers, promoters and event organisers to develop practical ticketing solutions, provide ticketing advice and build positive working relationships that support successful event delivery.

The position maintains the integrity of Theatre North's ticketing platform and supports the effective delivery of accurate, professional and customer focused ticketing services.

SCOPE

- Reports to: Marketing & Insights Manager
- Direct Reports: None
- Works closely with: Creative Director, Box Office Manager, Marketing Coordinator, Administration & Bookings Coordinator, Finance & Compliance Manager, Technical Department, Front of House, external hirers, and promoters
- Employment type: Permanent Part-time (22.8hrs per week / 0.6 FTE)
- Salary: \$35.42 per hour plus statutory superannuation
- Location: Launceston

This role operates with a high degree of autonomy and expertise in the coordination of Theatre North's ticketing system. The position is responsible for building and maintaining ticketed events, monitoring ticket sales and event performance, providing practical ticketing support to internal and external stakeholders and ensuring the accurate administration of Theatre North's ticketing platform.

KEY RESPONSIBILITIES

1. Ticketing Systems & Event Configuration

- Configure and build all Theatre North and contracted ticketed events within the platform.
- Develop and maintain seating plans, venue layouts, pricing structures, ticket types, packages, promotions and access requirements.
- Test and quality assure all ticketing builds prior to public release.
- Maintain accurate venue maps across Theatre North venues.
- Coordinate ticketing changes throughout the event lifecycle, ensuring all changes are accurately reflected within the ticketing platform.

2. Ticketing Operations & Hirer Support

- Liaise with hirers, promoters, event organisers and internal departments to determine ticketing requirements.
- Provide practical ticketing advice and solutions for performances, commercial events and community activities.
- Participate in event planning meetings where ticketing input is required.
- Support successful event delivery through proactive ticketing planning and communication.
- Build positive, professional relationships with hirers and stakeholders.

3. Ticketing Systems Administration

- Maintain Theatre North's ticketing platform, including system configuration, user access, testing and implementation of new functionality as required.
- Liaise with the ticketing software provider regarding support requests, enhancements and system issues.
- Develop and maintain ticketing procedures, user guides and system documentation.
- Support internal users in the effective use of Theatre North's ticketing platform.

4. Reporting & Audience Data Support

- Generate accurate ticketing reports to support organisational decision making.
- Ensure ticketing and patron information is maintained accurately to support CRM, membership, marketing and audience development activities.
- Maintain the confidentiality, privacy and integrity of patron information in accordance with policies, privacy legislation and the Live Performance Australia (LPA) Ticketing Code of Practice.

5. Operational Documentation & Continuous Improvement

- Maintain documentation for ticketing builds, venue configurations and operational procedures.
- Ensure ticketing records remain accurate, current and accessible.
- Contribute ideas to improve ticketing processes, workflows and customer experience.
- Contribute to improvements in ticketing systems, processes and customer service.
- Assist in developing the capability of Box Office staff to undertake routine ticketing functions where appropriate.

KEY PERFORMANCE INDICATORS (KPIs)

- Ticketing builds are completed accurately, tested and delivered within agreed timeframes.
- Event configurations, seating plans and pricing structures are maintained accurately with minimal rework required.
- Theatre North's ticketing platform is administered effectively, with information, templates and documentation remaining current and accurate.
- Ticketing reports and data are prepared accurately and provided within agreed timeframes.
- Positive and professional relationships are maintained with internal stakeholders, hirers, promoters and software providers.
- Patron and event data is maintained with a high level of accuracy and integrity.
- Ticket sales are monitored and relevant information is communicated to support event planning and decision making.

SELECTION CRITERIA

Essential

- Demonstrated experience with professional ticketing platforms within performing arts, venues, festivals or live events.
- Demonstrated experience configuring ticketing builds, seating plans and event layouts.
- Ability to build productive working relationships with internal and external stakeholders.

- Highly developed technical aptitude with the ability to quickly learn and administer digital systems.
- Strong organisational skills with the ability to manage multiple concurrent projects.
- Exceptional attention to detail and commitment to quality.
- Demonstrated ability to analyse problems and develop practical solutions.
- Excellent written and verbal communication skills.
- Commitment to providing outstanding customer service.

Desirable

- Experience using Ferve or comparable professional ticketing systems.
- Experience within performing arts, festivals or venue management.
- Experience with CRM systems and audience data management.
- Experience preparing analytical or operational reports.

PERSONAL ATTRIBUTES

- Highly organised and methodical.
- Solutions focused with strong analytical capability.
- Excellent attention to detail.
- Professional, approachable and collaborative.
- Adaptable within a changing organisational environment.
- Strong sense of accountability and ownership.
- Demonstrates initiative and sound judgement.
- Takes pride in delivering exceptional experiences for patrons, artists, clients and the community.