

## Position Description – Customer Service and Ticketing Manager

### Job Specification

Job Title: Customer Service and Ticketing Manager

Department: Ticketing

Reports To: Head of Marketing & Communications

Direct Reports: Ticketing Coordinator, Ticketing Supervisors and Sales Assistants

### Job Scope/Role Purpose

The Customer Service & Ticketing Manager leads Darwin Festival’s ticketing operations and service experience while acting as the Festival’s primary reporting and analytics owner for ticketing, customer data and sales performance.

The role ensures:

- Exceptional customer service across phone, online and on-site channels;
- Accurate event builds and reliable system integrations (e.g., Ticketing System ↔ website, payment gateways); and
- Actionable insights through high-quality daily/weekly/monthly reporting, forecasting, dashboards and data governance that inform programming, pricing, marketing and revenue decisions.

Key Accountabilities	Core Responsibilities	Outcomes
Customer Service and Ticketing Operations 30%	<ul style="list-style-type: none"><li>• Oversee customer service delivery across Freshdesk, phone and box office; uphold the Festival’s customer service charter.</li><li>• Own event builds: seating plans, price maps, ticket types, promotions/packages/discounts, membership schemes, gift vouchers and merchandise.</li><li>• Ensure data accuracy across website and ticketing database; maintain outlet readiness (EFTPOS, connectivity, access/security).</li></ul>	<ul style="list-style-type: none"><li>• Consistent, high-quality service; accurate event builds; reliable outlets and integrations.</li></ul>

Key Accountabilities	Core Responsibilities	Outcomes
	<ul style="list-style-type: none"> <li>Manage daily reconciliations and support settlements with Finance; implement template-driven reports and automations for box office and finance requirements.</li> <li>Oversee VIP/complimentary/school/group bookings and special allocations.</li> <li>Act as escalation point for complex customer issues and reputational risk cases.</li> </ul>	
Reporting and Analytics 30%	<ul style="list-style-type: none"> <li>Own the Festival Reporting Pack (daily, weekly, monthly; EOM/EOFY) covering revenue, attendance, occupancy, pacing vs. target, sales curves, channel attribution, offer uptake, cancellations/refunds, settlements and variance analysis.</li> <li>In collaboration with the CEO and Head of Marketing and Communications, maintain dashboards (e.g., Excel/Power Query/Power BI/Tableau) fed by Red61 exports and finance data, and further develop where required; automate routine reports and alerts.</li> <li>Deliver forecasting (show/venue pacing, capacity fill, price-tier demand) and scenario models for pricing, holds and allocations.</li> <li>Run post-campaign analytics (A/B offers, promo codes, member benefits, school/group bookings) to quantify ROI and recommend optimisations.</li> <li>Lead data quality and governance: deduplication, list hygiene, compliance with Privacy Policy and data-sharing rules across integrated systems (ticketing ↔ website ↔ eDM).</li> <li>Provide snapshots for the Board/CEO/Leadership ahead of key decision points (on-sales, program drops, mid-festival reviews); brief internal stakeholders on trends and risks.</li> </ul>	<ul style="list-style-type: none"> <li>A single source of truth for ticketing performance; timely insights that drive decisions; measurable improvements in conversion, occupancy and yield.</li> </ul>

Key Accountabilities	Core Responsibilities	Outcomes
<b>Team Leadership and Capability</b> 10%	<ul style="list-style-type: none"> <li>Recruit, roster, train and coach ticketing staff; deliver system/process inductions and regular briefings; conduct appraisals and development plans.</li> <li>Maintain open communication (monday.com boards, huddles) so stakeholders are informed of changes, risks and progress.</li> <li>Model Darwin Festival Values and Code of Conduct; foster a respectful, collaborative culture.</li> </ul>	<ul style="list-style-type: none"> <li>Engaged, capable team with clear roles; compliant and safe operations.</li> </ul>
<b>Financial Management</b> 10%	<ul style="list-style-type: none"> <li>Monitor staff hours, employment costs and operational expenses; ensure approvals per Finance Policy; review project budgets daily and resolve anomalies.</li> </ul>	<ul style="list-style-type: none"> <li>Accurate, compliant budgets and expenditure tracking.</li> </ul>
<b>Systems and Integrations</b> 5%	<ul style="list-style-type: none"> <li>Liaise with ticketing provider and web contractor to resolve technical issues; ensure device compatibility and payment gateway integrity; champion privacy/security controls.</li> </ul>	<ul style="list-style-type: none"> <li>Stable integrations with secure patron data handling.</li> </ul>
<b>Communication and Stakeholder Engagement</b> 5%	<ul style="list-style-type: none"> <li>Prepare and distribute ticketing/performance reports; communicate event/ticketing changes to relevant teams; maintain relationships with venues, artists/companies and partners.</li> </ul>	<ul style="list-style-type: none"> <li>Clear, timely reporting and change communication.</li> </ul>
<b>WHS</b> 5%	<ul style="list-style-type: none"> <li>Report any hazards or incidents promptly within enableHR and to the direct Manager.</li> <li>Ensure you and your team comply with all Darwin Festival WHS policies, procedures and instructions.</li> <li>Support the management of any Work Cover claims and help implement risk-mitigation measures.</li> <li>Actively contribute to WHS consultation and promote best-practice safety standards at all times.</li> </ul>	<ul style="list-style-type: none"> <li><b>Adherence to WHS Policies:</b> Adherence to all WH&amp;S policies, procedures, and instructions.</li> <li><b>Effective Hazard Management:</b> All WHS matters are promptly raised and addressed.</li> <li><b>Risk Mitigation:</b> Thorough documentation of Workcover claims, and risk mitigation measures in place.</li> </ul>

Key Accountabilities	Core Responsibilities	Outcomes
<b>Compliance</b> 5%	<ul style="list-style-type: none"> <li>• <b>Comply with Legislation:</b> Demonstrate full compliance with relevant government legislation.</li> <li>• <b>Follow Policies and Procedures:</b> Be fully conversant and compliant with all Darwin Festival Policies and Procedures.</li> <li>• <b>Follow Internal Controls:</b> Ensure internal control procedures are followed.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>No Non-Compliance Instances:</b> No instances of non-compliance with legislation or policies.</li> <li>• <b>Promotion of Compliance:</b> Promotion of compliance within the organization at all times.</li> </ul>

## Person Specification

Experience	Education	Professional Attributes	Technical & Analytical Skill Set (highly desirable)	Alignment with Organisational Values
<ul style="list-style-type: none"> <li>• 5+ years' experience in event/festival ticketing/box office management, including multi-channel sales and operations.</li> <li>• Demonstrated experience in reporting and analytics for live events or ticketing, including ownership of dashboards, forecasts and end-of-month reporting.</li> <li>• Proven leadership of small, fast-paced teams and</li> </ul>	<ul style="list-style-type: none"> <li>• Tertiary qualification in business, analytics, data science, information systems or related field (desirable) <b>or</b> equivalent demonstrated competency.</li> </ul>	<ul style="list-style-type: none"> <li>• High attention to detail; rigorous approach to data accuracy and reconciliation.</li> <li>• Clear written/verbal communication; ability to brief non-technical stakeholders.</li> <li>• Collaborative, respectful leadership aligned to Darwin Festival values; decisive under pressure.</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Excel (PivotTables, Power Query, nested formulas), data modelling and visualisation; ability to automate recurring reports.</li> <li>• Demonstrable experience turning raw ticketing exports into actionable insights and pacing/forecast models.</li> <li>• Working knowledge of BI tools (Power BI, Tableau or equivalent) and basic SQL for data extraction/validation (desirable).</li> <li>• Familiarity with Freshdesk (service analytics), monday.com</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Safe and Healthy Workplace:</b> Commitment to maintaining a safe and healthy workplace.</li> <li>• <b>Integrity and Honesty:</b> Belief in honesty and acting with care, diligence, and integrity.</li> <li>• <b>Mutual Respect:</b> Foster a culture of</li> </ul>

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management of external vendors/contractors.			<p>(workflow/status reporting), payment gateway reconciliation and finance alignment.</p> <ul style="list-style-type: none"> <li>Understanding of data governance and privacy (Festival Privacy Policy; secure handling across integrated systems).</li> </ul>	<p>mutual respect with regard for others' rights and dignity.</p> <ul style="list-style-type: none"> <li><b>Compliance and Improvement:</b> Strive for compliance and continuous improvement through daily teamwork.</li> <li><b>Accountability:</b> Accountability for actions, performance, and behaviours.</li> </ul>

#### Examples of Performance Measures – KPIs to be agreed annually

- Reporting timeliness & quality:** Daily/weekly/monthly packs delivered on schedule; zero critical data errors.
- Forecast accuracy:** Variance between forecast and actual occupancy/revenue within agreed thresholds.
- Service KPIs:** SLA adherence (respond times, resolution rates), CSAT/NPS benchmarks; complaint rate reductions.
- Revenue hygiene:** Reconciliation completeness; settlements accuracy; reduction in manual adjustments.
- Process efficiency:** % of reports automated; build/approval cycle time; issue resolution MTTR (incident management).

## Acknowledgment

Please acknowledge that you understand and will abide by this position description by signing both copies, one copy should be retained by yourself and the other copy is to be returned to the Human Resources Department.

Employee		Signature		Date	
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