

**OUR VALUES: Te Kaupapa o Tāwhiri**

*Manākitanga:* uplifting the mana of all people through care, nurture and respectful relationships.

*Pūkengatanga:* the pursuit of excellence in all our endeavours.

*Whanaungatanga:* weaving together a team to create strength, trust and flexibility.

*Kotahitanga:* standing together with shared purpose and values.

## **Ticketing and Sales Manager**

Full time, fixed-term contract commencing May 2021 – end of April 2022.

### **BACKGROUND**

Based in Wellington, Tāwhiri is the creative force behind Aotearoa's iconic New Zealand Festival of the Arts, Wellington Jazz Festival, Lexus Song Quest and Second Unit. Creativity is a powerful current that flows across borders and permeates transformative experiences between artists and audience. It is the creative force behind festivals and experiences in Wellington including:

- **Wellington Jazz Festival, 9 - 13 June 2021**
- **New Zealand Festival of the Arts, 25 Feb – 20 Mar 2022**
- **Lexus Song Quest – July/August 2022**

### **PURPOSE OF THE POSITION**

The responsibilities of the Ticketing and Sales Manager, in consultation with the Head of Audience and Partnerships and other relevant Festival positions, will be to carry out sales, ticketing and audience services for all Tāwhiri led events.

This role reports to the Head of Audience and Partnerships. Internally, it will work closely with the Marketing Lead, Programming, Technical, Finance teams as well as other staff as required. Externally, this role will work closely with Tāwhiri's ticketing providers, and will provide exceptional service to our audience as their first point of contact. This role will also be involved in the implementation of a new ticketing platform currently being explored by Tāwhiri.

## KEY FUNCTIONS

Key functions of the role include (but are not limited to):

- Develop a comprehensive critical path detailing all key aspects of the ticketing process for all Tāwhiri events - with Tāwhiri's ticketing providers, including Ticketmaster.
- Ensure that all Ticketing Agency contractual requirements are met including key system functionality, booking office services and hours, staffing, equipment, fees and staff event knowledge.
- Provide the ticketing agency with all details needed to enable events to go on sale. This will include all pre-sale and general sale dates, seating maps, event details, event descriptions, ticket layout, prices and warnings. This information is to be regularly checked for accuracy.
- Gain and document information about all Festival venues, including seating plans, sightlines, restricted views, disabled access, front of house facilities, and any other relevant information.
- Review past ticketing systems and procedures and identify any areas with the possibility of improvement. Where appropriate, formulate improvements and implement any changes in consultation with the Head of Audience and Partnerships.
- Keep an accurate schedule of all Tāwhiri events, venues, dates, intervals, durations, and ticket prices, and other key information. Make this information available to all relevant staff as required.
- In association with relevant Tāwhiri staff, the Head of Audience and Partnerships and Ticketing Agencies, build and track special offers for Festival events as required, working with the ticketing agency on implementing within system capabilities.
- Effectively manage the Ticketing and Sales Coordinator role (once recruited) - coordinate and delegate tasks to achieve the required results for the team.
- Support the effective delivery of Access, Community and Education programme for Tāwhiri events.
- Manage all direct sales, including group and corporate bookings and telesales for Tāwhiri events. This will include writing scripts and managing staff hires as required.
- Deliver a high level of customer service to all Tāwhiri stakeholders including Staff, Board, Patrons, Partners, Media, Artists, Funders, Embassies, MPs, Visiting Directors, Culture Club Supporters:
  - Process and distribute all complimentary and paid tickets
  - Respond promptly to customer inquiries
  - Effectively handle and resolve customer complaints
  - Identify and assess customers' needs to achieve a high level of satisfaction
- Work with the Head of Audience & Partnerships, Marketing Lead and Marketing team to prepare:
  - Booking instructions and ticket information panels for all Festival publications
  - Seating maps for publications and website
  - And other relevant outputs

- Manage the delivery of door sales, ticket collections and effective customer service during Tāwhiri events.

### **Monitoring and Reporting**

- Monitor and manage all complimentary ticket requests and advise the Head of Audience and Partnerships if at any time these numbers are looking to meet/exceed event budget allocation.
- Liaise with the Finance team over all payments, ticket sales, income, banking, reconciliation and reporting.
- Ensure that all complimentary tickets are signed off by the Executive Director before processing.
- Work with the Head of Audience and Partnerships and Finance team to ensure that regular sales reports and figures are obtained daily.
- Work with the ticketing agency in gaining access to any online reporting systems.
- On completion of Tāwhiri events, provide a Ticketing Report, including a detailed breakdown of sales, strengths and weaknesses and areas of improvement in relation to the final position.
- Identify any potential risks/issues with the Head of Audience and Partnerships in a timely manner so that they can be addressed effectively.

The Ticketing and Sales Manager will also be required to perform other duties as required.

### **Customer Management**

- Support development of CRM strategies to grow customer retention and loyalty in collaboration with Head of Audience and Partnerships.
- Oversee all direct customer communications.
- Ensure database is segmented effectively for targeted marketing.
- Act as the organisation's privacy officer, overseeing adherence to relevant legislation including the Privacy Act and Unsolicited Electronic Messages Act.
- Oversee regular data transfers from Tāwhiri's ticketing providers into Tāwhiri's database, ensuring data is cleaned & deduplicated.
- Regularly review database to ensure relevant data is being collected and stored, and data is accurate.
- Train staff in the CRM use of the database, including effective data extraction.
- Attend training sessions, Tāwhiri events and functions as a team member.
- Other tasks as required.

### **KEY CAPABILITIES**

The key capabilities of the role are:

- Exceptional written and verbal communication skills.
- Proven experience in a customer facing role, both on the telephone and in person.

- Energy and enthusiasm for Tāwhiri events and programmes.
- Highly computer literate, with previous experience using ticketing software an advantage.
- An ability to remain calm and professional under pressure.
- An understanding of the event marketing process.
- Exceptional attention to detail.
- Strong analytical skills.
- Understanding of CRM and the customer journey.
- Understanding of data privacy, security and maintenance.
- Database management experience.
- Experience with stakeholder management.
- Project Management experience.
- CRM Implementation/management experience, including data migration and web integration.
- Strong Excel and data manipulation skills.

### **ACCOUNTABILITY**

The Ticketing and Sales Manager is directly responsible to the Head of Audience and Partnerships or in their absence the Executive Director.

**To apply, please provide a CV outlining your relevant experience, as well as a cover letter which clearly articulates how your skills and experience meet the Key Capabilities of the role. For any queries or to submit your application please email [reception@tawhiri.nz](mailto:reception@tawhiri.nz)**

Please note that due to the nature of Tāwhiri events, a flexible approach to working hours during event periods is essential.