

**OUR VALUES: Te Kaupapa o Tāwhiri**

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

*Tāne te Wānanga: the pursuit of excellence in all our endeavours.*

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

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

## **Ticketing and CRM Specialist**

Full time, fixed term contract commencing December 2022 – end of April 2024

### **BACKGROUND**

Based in Wellington, Tāwhiri is the creative force behind Aotearoa's iconic New Zealand Festival of the Arts, Wellington Jazz Festival and Lexus Song Quest. 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, October 2023**
- **New Zealand Festival of the Arts, Feb –Mar 2024**
- **Lexus Song Quest – July/August 2024**

**Other events as required during the period.**

### **PURPOSE OF THE POSITION**

The responsibilities of the Ticketing and CRM Specialist, in consultation with the Audience and Partnerships Associate, Head of Audience and Partnerships, wider Audience and Partnerships team and other relevant Festival positions, will be to manage ticketing and audience services for all Tāwhiri led events. This includes the management of all relevant ticketing and database systems. This role will support the organisation by providing critical audience insights that aid us to better understand our key stakeholders and engage with them in a meaningful, intentional way.

The position is responsible for reporting and analysis of ticket sales, tracking of sales data against budget, and providing segmented data as required.

This role will manage the research and delivery of a suitable CRM system/solution for Tāwhiri's key stakeholders and other systems and integrations as required (i.e. donor management).

Plus, working with the Audience and Partnerships Associate, this role will be closely involved with developing and managing the implementation of an exciting new values-led ticketing platform called Choose Your Price which puts the power of price in the audiences hands. Part of this work will include (but is not limited to):

- Support with the running and management of any focus groups as required
- Work directly with website and ticketing provider
- Support with reporting deliverables for funders
- Tracking budget as required
- Building events and managing the platform for future events ticketed through Choose Your Price.

This role reports to the Audience and Partnerships Associate. Internally, it will work closely with the wider Audience and Partnerships team, Programming, Technical, Finance teams as well as other staff as required. Externally, this role will work closely with Tāwhiri's ticketing providers, CRM system provider (TBD) and will provide exceptional service to our audiences and key stakeholders as their first point of contact.

## **KEY FUNCTIONS**

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

- Research and implement lean and user-friendly CRM solution/system for Tāwhiri's key stakeholders (namely suppliers, sponsors/partners, patrons, donors and key industry stakeholders). Ensure all delivered in accordance with brief, assigned timeline and budget. As part of this project, explore integration of CRM with other key systems (such as website, email, finance systems, payment gateways) and donor groups (Patrons and Culture Club) as appropriate.
- Work in collaboration with Marketing Campaign Lead and Audience and Partnerships Associate to research appropriate tools/software to develop and implement user-friendly, easily maintainable scheduling and tracking systems for the Audience and Partnerships team for Tāwhiri marketing campaigns and partnership and funding deliverables. Key systems and schedules to be implemented by April 2024.
- Develop a comprehensive critical path detailing all key aspects of the ticketing process for all Tāwhiri events - with Tāwhiri's ticketing providers, including Ticketmaster and iTicket.
- Effectively manage relationships with ticketing providers and ensure data and reports are received in a timely manner.
- 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.

- Research event ticket pricing and develop budgets and targets for events as required in consultation with Head of Audience and Partnerships and Audience and Partnerships Associate.
- 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. This involves working closely with internal teams such as Technical and Production, Programming and Audience and Partnerships.
- 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 Audience and Partnerships Associate and 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.
- Working in collaboration with Marketing Lead, ticketing and CRM agencies to explore and deliver new and innovative ways to deliver ticket sales and communicate with our stakeholders.
- 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 CRM Coordinator role (once recruited for the 2024 Aotearoa New Zealand Festival of the Arts) - 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 Audience and Partnerships Associate and wider 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 Audience and Partnerships Associate 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.
- Support the Marketing Lead with the development of comprehensive and ongoing reports of the impact of marketing campaigns and digital activity on sales and audiences so that this can be tracked effectively throughout a campaign.
- Ensure that all complimentary tickets are signed off by the Executive Director before processing.
- Work with Audience and Partnerships Associate and Finance team to ensure that regular sales reports and figures are obtained daily (or as required, dependent on event/Festival).
- 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 and Audience and Partnerships Associate in a timely manner so that they can be addressed effectively.

### **Customer Management**

- Support development of CRM strategies to grow customer retention and loyalty in collaboration with Audience and Partnerships Associate and 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. Plus, develop an updated data and security policy for the organisation.
- 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 once implemented.
- Attend training sessions, Tāwhiri events and functions as a team member.

- Other tasks as required.

## **KEY CAPABILITIES**

The key capabilities of the role are:

- Proven ability to manage online ticketing and CRM systems.
- Experience working in an organisation which offers patron (subscription-type ticket offers), multi ticket purchase options and as well as a large volume of single tickets is preferable.
- Exceptional written and verbal communication skills.
- Strong IT proficiency and an ability to learn new software & systems.
- 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 CRM Specialist is directly responsible to the Audience and Partnerships Associate or in their absence the Head of Audience and Partnerships.

**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.