

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 Coordinator

Full time, fixed term contract commencing September 2025 – April 2026

PURPOSE OF THE POSITION

The key responsibilities of the Ticketing Coordinator are to deliver ticketing, sales and audience services for the 2025 Wellington Jazz Festival and 2026 Aotearoa New Zealand Festival of the Arts in consultation with the Audience and Partnerships Associate and other key positions.

This role reports to the Audience and Partnerships Associate. Internally, it will work closely with the Head of Audience and Partnerships and wider team, Programming team, Production and Technical team, Finance team, as well as other staff as required. Externally, this role will work closely with ticketing providers across Tāwhiri's events and will provide exceptional service to our audiences as their first point of contact.

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.
- An ability to remain calm and professional under pressure.
- An understanding of the event marketing process.
- Exceptional attention to detail.
- Experience with stakeholder management.
- Previous experience with ticketing software would be an advantage.

KEY FUNCTIONS

Key functions include (but are not limited to):

1. Develop a comprehensive critical path detailing all key aspects of the ticketing process for all Tāwhiri events working with Tāwhiri's ticketing providers, including Ticketmaster.
2. 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.
3. 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.
4. Gain and document information about all Festival venues (for the Wellington Jazz Festival and Aotearoa New Zealand festival of the Arts), including seating plans, sightlines, restricted views, disabled access, front of house facilities, and any other relevant information.

5. 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.
6. In association with relevant Tāwhiri staff including the Head of Audience and Partnerships, Audience and Partnerships Associate and Ticketing Agencies, build and track special offers for Tāwhiri events as required, working with the ticketing agency on implementing within system capabilities.
7. Support the Audience and Partnership Associate with the delivery of all targeted sales campaigns.
8. Support with delivery of upsell sales strategy for existing ticket buyers.
9. Manage in-house ticketing requests for Staff, Patrons, Culture Club Supporters etc as required, including processing and distributing tickets.
10. Manage sales and bookings for Schools Programme for the Aotearoa New Zealand Festival of the Arts, supported by the Audience and Partnerships Associate and the Programming team. This includes tracking the uptake of all Schools bookings, ensuring methods of payment and ticketing information are up to date, managing booking confirmations and ensuring tickets are distributed in a timely manner.
11. To undertake outbound calls to Festival Patrons, Culture Club, corporate clients and other audiences, as appropriate.
12. Answer inbound enquiries about the 2025 Wellington Jazz Festival and 2026 Aotearoa New Zealand Festival of the Arts programmes and tickets, assisting audiences as appropriate.
13. 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
14. Work with the Audience and Partnerships Associate, Marketing Lead and Marketing team to prepare:
 - Booking instructions and ticket information panels for all Wellington Jazz Festival and Aotearoa New Zealand Festival of the Arts publications (as required)
 - Seating maps for publications and website
 - And other relevant outputs
15. Work closely with the appropriate staff to deliver and support with ticketing for the Writers, Access programmes and other relevant events.
16. To assist with the effective delivery of Tāwhiri's accessibility programmes.
17. To undertake data extractions and analysis as required by the Audience and Partnerships team.
18. Oversee regular data transfers from Tāwhiri's ticketing providers into Tāwhiri's database, ensuring data is cleaned & deduplicated.
19. To maintain and operate an accurate database, ensuring data entry is correct and mistakes are rectified.
20. Manage the delivery of door sales and effective customer service during the 2025 Wellington Jazz Festival and 2026 Aotearoa New Zealand Festival of the Arts with support from Audience and Partnerships Associate.

21. Attend training sessions, Tāwhiri events and functions as a Tāwhiri team member.

Monitoring and Reporting:

1. Monitor and manage complimentary ticket requests and advise the Audience and Partnerships Associate if at any time these numbers are looking to meet/exceed event budget allocation.
2. Liaise with the Finance team over payments, ticket sales, income, banking, reconciliation and reporting.
3. Ensure that complimentary tickets are signed off by the Executive Director before processing.
4. Work with the Head of Audience and Partnerships and Finance team to ensure that regular sales reports and figures are obtained daily.
5. Work with the ticketing agency in gaining access to any online reporting systems.
6. Identify any potential risks/issues with the Audience and Partnerships Associate in a timely manner so that they can be addressed effectively.
7. At the completion of the 2025 Wellington Jazz Festival and 2026 Aotearoa New Zealand Festival of the Arts, provide the Audience and Partnerships Associate with a report relating to your tasks and duties, including analysis and recommendations for the future.

Interculturalism:

1. Contribute as part of the wider team member to the successful implementation of the Intercultural Policy and Action Plan.

ACCOUNTABILITY

The Ticketing Coordinator is directly responsible to the Audience and Partnerships Associate or in her absence the Head of Audience and Partnerships.

Please note that due to the nature of the Wellington Jazz Festival and Aotearoa New Zealand Festival of the Arts, a flexible approach to working hours during event periods is essential.

REQUIRED KNOWLEDGE AND EXPERIENCE

- Minimum 3 years' experience in a customer service or sales position.
- Experience using a range of software (knowledge of ticketing software is advantageous).
- Passion for and good general knowledge of the creative arts.

TO APPLY

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 recruitment@tawhiri.nz. Deadline: 5pm, Wednesday 30 July 2025. Please note that we may begin shortlisting as we receive applications. We encourage early applications as we may withdraw the advertisement at any time.