

**POSITION DESCRIPTION**

**Position: Ticketing Manager**

**Reporting to: Marketing & Development Director**

**Background**

The Auckland Arts Festival is Auckland's premier festival of New Zealand and international arts. The globally recognised event celebrates people and culture, and showcases the cultural diversity and vibrant energy of New Zealand's largest city.  
  
Since the inaugural event in 2003, Auckland Arts Festival has welcomed more than a million attendees. For 19 days in March (4 – 22), Auckland Arts Festival 2015 will present a dazzling array of events by some of the country's and world’s most innovative artists and performers.

**Description**

The principal objectives of this role are to manage the ticketing for Auckland Arts Festival 2015.

**Term**

This is a full-time, fixed-term position from 4 August 2014 to April 2015.

**Required skills and experience**

* Significant experience in the ticketing industry
* Experience working with ticketing and CRM systems (Ticketmaster, ARCHTICS preferred)
* High level of accuracy and attention to detail
* Excellent interpersonal, written and oral communication skills
* Experience supervising staff
* Time management skills
* High-level computer literacy (Word, Excel, Outlook, Ticketing systems).

**Key Relationships**

Internal

* Marketing & Development Director
* Business & Finance Manager
* Marketing Manager
* Chief Executive
* Artistic Director
* Ticketing staff

External

* Ticketing agencies
* Venue representatives
* Promoters & presenters

RESPONSIBILITIES

**Ticketing**

* Manage the ticketing for the 2015 Auckland Arts Festival in line with organisational procedures and policies
* Assist the Management team in the development of ticketing policies, plans and pricing
* Formulate and monitor ticketing procedures
* Manage the seating plans/venue build for each event, working closely with the Management team and external agencies
* Manage ticketing financial systems and banking processes, liaising closely with Accounts staff
* Work closely with Programme & Operations staff to ensure artists receive complimentary tickets as contracted
* Ensure complimentary tickets are issued for VIPs, sponsors, media, Board and staff in line with organisational policy, and are documented
* Use ARCHTICS software for VIP and sponsor ticketing
* Ensure all ticketing and related documentation for the Festival is timely and as accurate as possible
* Be available to resolve ticketing issues immediately before Festival events. Working with the Business & Finance Manager, recruit and supervise casual ticketing staff if required
* Work with the marketing team to load and action special ticket offers

**External Ticketing Agencies**

* Manage the relationship with external ticketing agencies and ensure they understand Festival requirements and deadlines
* Manage the contractual arrangements, once agreed with each agency, and document the details including inside and outside charges and reconciliation processes
* Keep accurate records of ticket sales and comps for reconciliation with ticketing agencies
* Assist Marketing staff with obtaining customer data on a regular basis in a format compatible with ARCHTICS
* Assist Marketing staff as required to deal with ticketing agencies

**Sales Reports**

* Liaise with the Management Team on the format of Sales Reports which show ticket sales progress against budgets, including schools ticket sales
* Provide accurate, timely Sales Reports to the Management Team on a daily basis
* Work closely with the Business & Finance Manager to reconcile final ticket sales records with box office revenue
* Provide a final Sales Report to the Management team
* Work with other staff to create a final Attendances Report, including ticketed, schools and non- ticketed events

**Reporting & Administration**

* Write a report on 2015 Festival ticketing, including an overview of procedures, challenges encountered, key learnings, and recommendations for future festivals
* Archive all ticketing documentation and paperwork, liaising with the Business & Finance Manager
* Create a Ticketing Procedures Manual to assist future Ticketing staff

**General**

* To maintain a timeline of ticketing critical steps in the lead up to the festival
* Communicate any customer complaints to the Marketing and Development Director in line with organizational procedures, and assist with responses
* Attend meetings as required
* Provide advice on ticketing to the management team and other staff as required
* Communicate ticketing information to other staff members as required, especially reception/telephone staff
* Undertake other duties as required.

**Applications**Applications should be emailed to [arne.herrmann@aaf.co.nz](mailto:shona.roberts@aaf.co.nz) or mailed to Auckland Festival Trust, PO Box 5419 Wellesley Street Auckland 1141 by **Thursday 10 July 2014.**