



Position Description

Ticketing and CRM Manager

Company Profile

Bangarra is an Aboriginal and Torres Strait Islander organisation and one of **Australia's leading performing arts companies**, widely acclaimed for its powerful dancing, distinctive theatrical voice and its unique soundscapes, music and design. Each year the Company shares its shows, stories and spirit with over 50,000 people in capital cities, regional centres and international locations. Our beautiful new home in the harbourside arts precinct at Walsh Bay is the perfect location for Bangarra to build on the work of the past 32 years. In 2021, the Company will produce three major productions, including its biggest work to date. This is an exciting time to join team to see and contribute to these ambitious projects coming to life.

Position Description

The Ticketing and CRM Manager manages the ticketing function for Bangarra, ensuring a high-performing ticketing service, maximising revenue and delivering excellent internal communications with the appropriate teams across the organisation. The position has a key role in formulating the budgeting, targeting, and forecasting processes for shows where Bangarra manages the box office. Using data-driven decision-making the Ticketing and CRM Manager provides accurate projections to Company stakeholders, and circulates regular sales reports, advice and insights to internal staff members.

The role reports directly to the Marketing & Communications Director and manages the Ticketing and Administration Coordinator. The role works closely with the Marketing Manager and the Development team.

Areas of Responsibility

- 1.1. Manage ticketing functions for Bangarra, ensuring a high-performing ticketing service.
- 1.2. Oversee and facilitate the cleaning and accuracy of data kept in the system.
- 1.3. Manage contracts and relationships with the external ticketing partners.
- 1.4. Manage all front-end ticketing processes, including the creation and improvement of seating plans, data imports, data structure and hierarchy.
- 1.5. Provide CRM training to new staff as necessary.
- 1.6. Support other teams in the organisation with projects involving data updates, customer lists, transactions and other CRM related initiatives.
- 1.7. Play a pivotal role in the budgeting, targeting, and forecasting processes for Bangarra produced seasons, including the analysis of past data to draw insights and maximise ticket revenue.
- 1.8. Continue to re-evaluate and update the ticket transaction pathways (online, email, phone and in-person) to optimise the customer experience.
- 1.9. Provide accurate, timely and efficient reporting and ticket-sale reconciliation to the Marketing and Communications Director and broader team when required.

- 1.10. Contribute to the planning of marketing campaigns, market research and audience development strategy.
- 1.11. Keep abreast of current trends and best practice in ticketing operations including compliance with the Data Protection and Privacy regulations.
- 1.12. Support the Ticketing and Administration Coordinator in handling customer complaints, escalating to the Marketing and Communications Director or Executive Director as required.
- 1.13. Manage the Ticketing and Administration Coordinator to ensure a high level of customer service, attentive data management, the completion of routine office duties and other tasks that fall under this role.

Skills and Experience

- Experience in a similar role managing and developing the ticketing function in an arts or entertainment environment.
- Ability to communicate in an effective and timely manner.
- An analytical mind that excels at using data analysis and insights to inform the team on pricing strategies that maximise revenue.
- Excellent organisational skills and the ability to manage multiple priorities, problem solve and meet deadlines in an often highly pressured environment.
- Highly developed attention to detail ensuring accuracy of reporting, formulas, projections and seating charts.
- Experience delivering financial information and statistical data, in simple terminology, to senior staff in non-ticketing roles.
- Experience managing direct reports.
- Knowledge of Tessitura CRM/ticketing system preferred, but not essential.