



## JOB SPECIFICATION

**Position:** Ticketing and Customer Service Manager  
Illuminate Adelaide

**Start Date:** Monday 17 February 2025

**End Date:** Friday 01 August 2025

**Reports To:** Head of Marketing and Communications

**Employment Type:** Full Time

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**ILLUMINATE ADELAIDE** is a celebration of art, light, music and technology, shining a light on Adelaide each July as South Australia's brightest major winter event.

Welcoming people from all walks of life to experience a program of free and ticketed events by local, national and international artists and companies, Illuminate Adelaide takes over the city's streets, laneways and buildings to encourage city-wide exploration of all that Adelaide has to offer; driving and expanding visitation and embedding creativity and technology onto Adelaide's streets in the cooler winter months.

The event is presented by Illuminate Adelaide Foundation Ltd, under the curation and leadership of its Co-Founders and Creative Directors **Rachael Azzopardi** and **Lee Cumberlidge**.

### **JOB SUMMARY** (not limited to)

The key purpose of this role is to manage the smooth and effective operation of box office and ticketing customer service functions.

The Ticketing and Customer Service Manager position will oversee a range of ticketing



procedures and systems (primarily Tessitura), including event builds, venue relationships, and on-the-ground box office operations in-event. This role will also support the administrator on financial reconciliation and reporting in collaboration with the Ticketing and CRM Manager.

While the Ticketing and CRM Manager will be responsible for the effective implementation and continual management of the Tessitura database, the Ticketing and Customer Service Manager will execute the operational delivery and management of all event builds and box office/ticketing-related customer services.

### **KEY WORKING RELATIONSHIPS**

Reporting to the Head of Marketing and Communications and working in close collaboration with the Ticketing and CRM Manager, you will liaise directly with Illuminate Adelaide producers, front of house team, production managers as well as other event staff including Illuminate Adelaide Co-Founders and Creative Directors. In addition, you will also work with external artistic companies, third party venues, government bodies, cultural institutions, suppliers and other key stakeholders. A high level of communication with casual box office staff and supervisors will be required.

### **KEY DUTIES & RESPONSIBILITIES**

- Take lead on managing and delivering all 2025 event ticketing builds within Tessitura in coordination with the Ticketing and CRM Manager & event producers
- Establish event capacity management procedures in co-ordination with Illuminate Adelaide event producers and venue contacts
- Manage the coordination of daily forecast and ticket sales reporting requests both within the organization and to relevant event stakeholders as directed
- Liaise with third party venues and ticketing operators to ensure all third-party data is collected in a timely manner for inclusion in relevant sales reports and updating of constituent records
- Establish report schedules and data sharing procedures for external contacts under the guidance of Illuminate Adelaide event producers
- Coordinate invoicing and payment for all direct group and school booking requests
- Action the build of all ticket packages and discount offers as directed
- Act as direct point of contact in managing customer enquiries via both email inbox and phone



- Manage and support the workload of casual box office staff and coordinator direct-reports as required
- Develop systems and procedures that assist in coordinating complimentary ticketing requirements across the event and support the collation of all complimentary ticket requests in collaboration with the VIP Ticketing and Events Coordinator
- Ensure the accurate and timely completion of daily banking reconciliation processes and post-event ticketing settlements in consultation with the Administrator and the effective resolution of any associated issues in collaboration with the Ticketing and CRM Manager
- Issue and deliver refund and event cancellation procedures when applicable in collaboration with the Ticketing and CRM Manager

#### **BOX OFFICE & STAFF**

- Manage box office planning and operational requirements across Illuminate Adelaide owned venues including but not limited to box office bump-in, box office casual staff rostering and hardware/ticket scanner requirements at all sites
- Appoint and Manage box office supervisors and other ticketing and box office/customer service staff across the duration of the event
- Assist the Head of Marketing and Communications in the interview process and recruitment of Ticketing Coordinator direct-reports where applicable
- Work in collaboration with the Front of House Manager and broader event FOH teams to ensure a streamlined on-site customer experience
- Keep Illuminate Adelaide website and direct customer comms up to date with ticketing information including performance details so that key messaging is accurate at all times with oversight from Marketing Manager
- Manage Illuminate Adelaide systems of ticket support, customer service, phone room, online messaging services, in event box office gate access and other face to face communication tools from on-sale to end of event
- Manage the establishment of all necessary pre and in-event ticketing operations related to ticketing function services including:
  1. Software maintenance and establishment including day to day software issues, tickets or requirements with support from Ticketing & CRM Manager
  2. Ensure adequate staffing and the tracking of operational costs



3. Telephone sales including adequate staffing & telephone systems as required
4. Co-ordinate advance ticket and gate sales
5. Prepare all training documentation and be responsible for training staff correctly including ensuring they are inducted to site
6. Management of Box Office, ticketing stock and EOD reports
7. Sponsorship and other complimentary ticketing requirements

#### **OTHER**

- Develop and implement plans to ensure the effective and efficient operation of ticketing functions and delivery
- Build and execute an effective operational knowledge of Tessitura internal ticketing software and systems to deliver the highest level of service to Illuminate Adelaide customers and stakeholders
- Develop and maintain Illuminate Adelaide ticketing policies, procedures and systems in line with industry best practice in collaboration with the Ticketing and CRM Manager
- Collaborate with relevant staff to advise and successfully manage split ticket allocations with partner organizations as necessary
- Analyse and report on statistical, financial, and operational performance of the Ticketing services and data functions
- Support Marketing Manager in data collection strategies, and offer insights and analytics to best inform business decisions
- Work productively with the Marketing and Programming teams to develop effective ticketing arrangements with venues and their ticketing service providers to ensure cost efficient and seamless services for Illuminate Adelaide patrons
- Manage customer feedback, requests and complaints procedure where it relates to ticketing to facilitate effective and timely resolution of issues
- Adhere to and comply with Illuminate Adelaide policies and procedures including WHS requirements



## KEY SKILLSET

- Dedicated experience using Tessitura ticketing software and related programs such as TNEW, Wordfly and CRM management
- Excellent written and verbal communications
- Demonstrated time management and attention to detail
- Ability to create, meet and maintain deadlines
- Staff management experience
- Ability to work autonomously and in a team environment
- Knowledge and understanding of the arts and entertainment industry - local and national

## APPLICATION PROCESS

Your application should include a CV and short cover letter for consideration noting your experience addressing the criteria above working across the arts, culture and major events sectors including any key milestones or achievements to date.

Applications close COB South Australian-time **Friday 8th November 2024**. Apply via email to [hello@illuminateadelaide.com](mailto:hello@illuminateadelaide.com) with your full name and position title in the subject line.

All questions and enquiries can be directed to **Di Farrell**, Arts Projects Australia Administrator via **+61 8 8271 1488**.