TICKETING MANAGER
POSITION DESCRIPTION 2027

Title:	Ticketing Manager
Term:	Start date: 27/01/2027 – End date: 28/05/2027. Exact start and end dates are flexible, and arrangements can be discussed with the successful candidate.
Reporting to:	Senior Marketing and Brand Manager
Direct reports:	Ticketing Assistant
Basis of Employment:	Fixed-term, full time
Hours of Work:	Ordinary hours of 38 hours per week, plus reasonable additional hours as may be required to perform your role
Salary and other benefits:	Annual base salary of $85,000, plus statutory superannuation and less applicable tax
Location:	The Wheeler Centre for Books, Writing and Ideas at Level 3, 176 Little Lonsdale Street, Melbourne, Victoria 3000

About MWF

MWF brings writers and readers together to be inspired, challenged and thrilled by a creative and diverse program of events celebrating books and ideas.

Since 1986, we have entertained hundreds of thousands of readers as the flagship annual writers festival of our UNESCO City of Literature. MWF ignites conversations across Melbourne and inspires curiosity and connection.

Held annually in May, the Festival features both renowned global writers and leading Australian storytellers, anchored by our First Nations curators. The MWF program brings together writers of contemporary literary fiction, non-fiction, memoir and poetry, along with leading thinkers, performers and commentators. Through the annual MWF Schools program, we support the next generation of young readers and writers.

MWF is a not-for-profit incorporated organisation funded by box office and other earned income; state, local, federal and international government funding; sponsorship, donations and fundraising.

Our Team

MWF's core year-round team is led by a Festival Director/CEO who reports to the Board, supported by a General Manager, a Head of Partnerships and Development, a Senior Marketing and Brand Manager, a Program Producer and a Digital Marketing Manager. A Schools Programmer supports the MWF Schools program. The Board oversees the governance and strategic direction of MWF.

Melbourne Writers Festival

Experienced contract staff join the MWF team in the months leading up to the festival to oversee ticketing, production, Front of House and volunteer management. Casual Front of House and production staff and a team of committed volunteers support the Festival's delivery in May.

Role Summary

The Ticketing Manager delivers box office and customer service functions for the Festival. They are responsible for managing and maintaining online and onsite ticketing systems, providing exceptional customer service and contributing to achieving revenue targets through regular reporting and strategic sales analysis.

Reporting to the Senior Marketing and Brand Manager, the Ticketing Manager will manage partner and stakeholder ticketing requirements and take the lead on planning and executing responsive ticketing initiatives that engage and grow audiences.

The Ticketing Manager will be supported by a casual Ticketing Assistant during peak periods of the MWF sales campaign period, and during the Festival to deliver on all ticketing and box office needs. MWF's box office and ticketing function is delivered by provider Ferve Tickets.

As part of a small and dedicated team, the Ticketing Manager will have an active role in Festival operations, audience engagement, team leadership and stakeholder liaison; and demonstrate real impact on ticket sales, revenue and customer experience.

Key responsibilities

Ticketing Operations

- Set up and supervise all aspects of the ticket sales system for approximately 80-90 Festival events via MWF's ticketing provider Ferve Tickets and data management system AirTable, in accordance with a deliverables schedule and timeline.
- Deliver all data for ticketing; ensure ongoing accuracy and completeness of data.
- Set up and manage the on-site box office during the Festival.
- Recruit, train and supervise casual ticketing staff (with support from the Senior Marketing and Brand Manager), including a Ticketing Assistant.
- Act as the key liaison with MWF's official ticketing provider to maintain the festival ticketing set up and troubleshoot as required.

Sales

- Analyse and provide information on customer engagement with the Festival program.
- With the marketing team, devise and implement responsive ticket sales strategies.
- Generate timely and digestible sales and activity reports throughout the Festival campaign period to highlight sales patterns and help inform initiatives, promotions, and ticket offers.
- Provide comprehensive in-season and post-Festival reporting, analysis and recommendations to support continuous improvement of MWF ticketing processes and ensure an informative record of Festival sales data is captured.

- Work with the General Manager to undertake financial reconciliation of ticket sales.

Customer Experience

- Manage communications with customers and ticketholders, including handling general ticketing enquiries and troubleshooting customer issues.
- Test and review ticket purchase functionality and customer experience.
- Oversee ticket holds and complimentary ticket distribution for stakeholders including sponsors, event partners and media.
- Work closely with the Front of House & Volunteers Manager to ensure a high standard of audience experience at Festival events.
- Manage dedicated MWF Schools Program reservation and booking processes for school groups.
- Maintain a high level of customer service at all times.

Selection criteria

We are looking for someone who loves festivals, cares about customer experience, and has strong operational experience administering ticket sales services. The successful candidate will be proactive and committed to driving ticket sales to support the Festival. Applicants should be able to demonstrate:

1. Technical proficiency with ticketing systems (experience with Ferve Tickets highly desirable, but not essential)
2. Experience uploading and managing event and ticketing data via a CRM or database system
3. Expertise in the preparation, writing and analysis of ticketing and sales reports
4. A keen interest in sales and marketing, analysis, and initiatives that attract and grow audiences
5. Success in a customer service role, where excellent written and verbal communication skills were demonstrated
6. An ability to learn and adapt quickly to deliver ticketing outcomes within a fast-paced environment
7. Evidence of exceptional attention to detail and organisational skills

Desirable

1. Experience working in the arts, festivals or cultural sector.
2. Experience using Airtable or comparable project-management software for ticketing builds and planning.
3. Familiarity with Melbourne Writers Festival and its program.
4. An interest in literature, writing and ideas.

Additional information

- Employment is subject to a six-week probation period.

- Flexible work arrangements can be discussed. Time off in lieu applies for weekend Festival work.
- Employees at Melbourne Writers Festival have access to an Employee Assistance Program.
- All MWF staff are required to hold a current Working with Children Check.
- Melbourne Writers Festival is an Equal Employment Opportunity Employer.
- MWF is committed to diversity and inclusion and aspires to be reflective of our broader community. We encourage applications from First Nations people, those who are culturally and linguistically diverse, the LBGTQIA+ community, and people with disability or who are D/deaf. MWF will consider flexible working options and reasonable adjustments for applicants with disability.

Application Process

Confidential enquiries about the role can be made to Senior Marketing and Brand Manager, Georgia Booth at georgia@mwf.com.au
Closing date: 12pm AEST, Monday 23 November.
Interviews will take place in early December.

Applications must include the following 3 documents as a single PDF:

- A cover letter outlining your interest in the role.
- Responses to each of the key selection criteria that demonstrate your experience, with examples.
- A current resume

Please note: As part of the interview process, two referees will be requested at a later stage. We will not contact referees without your consent.

Application Format:

- Please combine your application into a single PDF document, with the filename: **Last Name, First Name – Ticketing Manager**
- **Applications should not exceed 6 pages** in length
- Applications to be addressed to Georgia Booth, Senior Marketing and Brand Manager and submitted by email only to recruitment@mwf.com.au