



adelaide symphony orchestra

Ticketing, Subscriptions and Database Manager

REPORTS TO Senior Manager, Customer Service, Database and Consortium

DIRECT REPORTS Box Office and Administration Assistant
Box Office and Ticketing Assistant
Casual Box Office Assistants

ROLE OVERVIEW

The Ticketing, Subscriptions and Database Manager serves as the primary contact for Adelaide Symphony Orchestra's customers and oversees the orchestra's ticketing operations. The role is responsible for the integrity, analysis and development of the ASO's Tessitura database to develop audiences and maximise earned revenue streams and will be the main point of contact within the organisation for any issues relating to Tessitura and customer data.

KEY RELATIONSHIPS

Reporting to the Senior Manager, Customer Service, Database and Consortium, the post holder is required to work closely with the entire box office and customer service team, as well as other key ASO staff from other departments, in particular including the Technical and Venue Manager, Senior Manager of Marketing, Corporate Services Manager and others. The Ticketing, Subscriptions and Database Manager plays a critical role in servicing and maintaining relationships across a wide cross section of the community, including but not limited to service providers and venues, the Tessitura Network, members of the ASO-led Adelaide Tessitura Consortium, third-party ticketing companies, ticketing infrastructure suppliers, musicians of the Orchestra, Friends of the ASO, sponsors and patrons.

KEY ACCOUNTABILITIES

Supervise and Manage Box Office and Customer Service Team

1. Supervise all actions of the Box Office and Administration Assistant, and Box Office and Ticketing Assistant including;
 - a. Patron and staff facing customer service and sales,
 - b. Financial reporting (daily banking), and
 - c. Complementary ticketing and event management.
2. Be proficient in the above, and able to act in the requirements of the subordinate roles in their absence as required.
3. Set and monitor the roster of permanent and casual staff on venue box office shifts.



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Manage Integrated Tessitura Systems

4. Utilise, administer and maintain accurate records in ASO's CRM database 'Tessitura'.
5. In association with the Senior Manager, Customer Service, Database and Consortium, manage, integrate and champion Tessitura throughout the organisation in support of the ASO's strategic objectives and provide in-house training and support where appropriate.
6. Assist in devising and implementing strategies which support the ASO's strategic objectives.
7. Provide technical support on Tessitura matters to the participant companies of the Adelaide Tessitura Consortium.
8. Set and maintain ticketing allocations with partner venues and third-party ticketing agencies, in order to maintain equal access to all seat types (sections and reserves) across multiple ticketing platforms simultaneously.
9. Maintain ASO ticketing hardware, including BOCA ticket printers, and Zebra hand-held ticket scanners.
10. Maintain third-party tools integrated with Tessitura (for example Wordfly digital marketing platform).
11. In association with the Senior Manager, Customer Service, Database and Consortium, Senior Manager, Marketing and the Digital Marketing Coordinator, manage the integration of Tessitura to the ASO's patron-facing website.
12. Complete and maintain event ticketing builds within Tessitura.
13. Provide special access to tickets and prices via new price builds, price discounts, price increases (dynamic pricing), promo code, pricing rules and other methods.
14. Provide standard and non-standard reports and perform complex analysis of Tessitura data utilising Tessitura Analytics, and other methods as required.



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Manage Subscription Process

15. Set and monitor the roster of permanent and casual staff for subscription sales periods.
16. Assist the Senior Manager, Customer Service, Database and Consortium with subscription (package) sales planning, design and delivery, including design and implementation of paper and electronic booking methods.
17. Prepare 'same seat renewal data' for the cohort of subscribers who meet minimum subscription thresholds in the *Symphony Series* and manage the allocation (holding) of seats, and the process of selling into these seats to the entitled patron.
18. Set holds for ASO complimentary ticket requirements (corporate, board, staff, VIP) during build process.
19. Prepare ticket and subscription sales reports for the Management Group to help assess ticketing performance against strategic objectives.
20. Create and monitor work flow process for the allocation of tasks to the casual Box Office Assistants hired to support subscription campaigns.

Administrative Support

21. Work occasional shifts at ASO reception to cover for lunch breaks, or un-expected absences where other casual reception cover is not available.
22. Provide administrative support to other members of the administration team, as reasonably required and approved by Senior Manager, Customer Service, Database and Consortium.
23. Conduct briefings with Front of House staff, for events held at Grainger Studio to ensure customer service requirements are communicated and understood.
24. Any other duties that may be requested by the Managing Director, Chief Operating Officer and/or members of the Executive Management Team.

Building and Work Health and Safety

25. Maintain safety (including cleanliness) of the reception environment to a very high standard.
26. Conduct internal security and WHS processes as required (e.g. visitor sign-ins, asbestos register).

Special Requirements

- Out of hours work will be required for this position



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PERSON SPECIFICATION

Detailed below are the qualifications, experiences/knowledge and skills/abilities identified for the position.

The essential criteria show the minimum essential requirements of the position. The desirable criteria outline additional attributes which would enable the successful candidate to perform the role more effectively; they are not essential but may be used to distinguish between applicants during the shortlisting process.

Essential Criteria

- Demonstrable previous experience with Tessitura or similar CRM database, including event builds and maintenance.
- Highly developed interpersonal, communication and customer service skills, both written and verbal, with an emphasis on providing excellent customer service
- Sound office administration skills (advanced knowledge of the Microsoft suite, including Word, Excel and Outlook) and a methodical approach to record keeping
- An exceptional eye for detail, a strong customer service focus and demonstrable ability to work proactively and independently
- Ability to work effectively within a small team and willingness to be hands on and apply a practical approach
- Strong organisational skills including exceptional time management, the ability to multi task and successfully meet competing deadlines
- Experience with resolving difficult situations through negotiation and managing personal and sensitive issues in confidence
- Ability to make decisions under pressure and to respond calmly to changing circumstances

Desirable

- Previous sales experience with a customer service focus
- Experience managing websites and various CMS (such as WordPress).
- Experience using orchestral management software (such as OPAS, Arts Vision)
- Knowledge of, or a background working within the arts and culture sector
- Appreciation of orchestral music

*This position is a full time salaried position being offered on a 3-year contract with a start date in August 2022. The salary range for the position is \$60,000 - \$80,000.00

How to Apply:

Qualified candidates are encouraged to submit a current CV and Cover Letter outlining your suitability to the attention of Rachel Grant, HR Coordinator. Applications or queries can be submitted via email to Rachel at employment@aso.com.au.

[Applications will close on Sunday 31 July 2022. Interviews may commence as applications are received.](#)

The ASO invites applications from all qualified candidates with current working rights in Australia.