

SYDNEY FILM FESTIVAL

POSITION DESCRIPTION

Position Title Customer Relations Manager

Reporting to Head of Marketing

Supervising

- Box Office Manager
 - Box Office Coordinator
 - Guest Ticketing Coordinator
 - Box Office Assistants (2)
 - Casual Box Office Staff
- Ticketing Supervisor

The Sydney Film Festival (SFF) is one of the longest running events of its kind in the world. The annual June Festival brings the best new films from Australia and around the world to audiences in Sydney. As well as 250+ features, shorts, retros, and documentaries from over 50 countries across 350+ sessions at around eight Sydney-wide venues across 12 days. The Festival hosts several awards to recognise excellence in filmmaking, including the Official Competition, Documentary Australia Foundation Award for Australian Documentary, and Dendy Awards for Australian Short Films (which are Academy Award eligible) incorporating fiction, animation, and screenplay categories. SFF also presents the Travelling Film Festival, taking mini festivals to 19 venues across regional NSW, the Northern Territory and regional Queensland. SFF receives funding from federal, state, and local government, corporate sponsorship, and philanthropic donations.

OVERVIEW OF THE POSITION

The Customer Relationship Manager is responsible for all touch points between customers and the Sydney Film Festival. These include the management of all relevant ticketing systems, and front of house planning.

The position is also responsible for reporting and analysis of ticket sales and tracking of sales data against budget.

Key Responsibilities

- **Ticketing**
 - Responsible for the festival's ticketing process from setup to customers to post-event analysis
 - Responsible for ensuring that the ticketing systems and the event builds meet all the current technical and functional requirements of the festival. This includes rigorous testing of all elements of the system including the point of sale (POS), apps and website components.
 - Ticketing Systems include but not limited to:
 - Ferve – Sydney Film Festival
 - Ferve – Travelling Film Festival

- Shift72 – Virtual Film Festival
 - Managing the VIP and stakeholder database invitation lists, issue of invitations, RSVPs and seating allocation
 - Managing the allocation and processing of complimentary tickets: including working with all senior management to collate VIP lists for key events, including launch, opening night and closing night galas.
 - Responsible for data exports from Eventival, including intensive testing and scrupulous checking. These exports are used to build the SFF website, including the ticketing component.
 - Responsible for meticulous time and staff management to ensure that deadlines are met, including website build, ticket sales launch and seating allocations.
 - Responsible for liaising with SFF team to keep staff up to date on impending deadlines, key activities and initiatives.
 - Liaising with Finance Manager on financial aspects of the ticketing process.
 - Liaising with the Marketing Manager to create targeted Marketing lists and reporting on sales achieved against marketing targets.
 - Liaising with ED (website provider) to ensure the integration between ED and the Festival’s ticketing platforms is seamless – especially during the on-sale period.
 - Ensuring that correct information regarding Ticketing and Sales for online dissemination is up to date and relevant.
- **Staff management**
 - Responsible for the recruitment and management of the ticketing team – this includes the following roles:
 - Box Office Manager
 - Box Office Coordinator
 - Complimentary Ticketing Coordinator
 - Box Office Assistants (2)
 - Casual Box Office Staff
 - Ticketing Supervisor
 - SFF is an equal opportunity employer and it is the responsibility of senior staff to ensure that the recruitment process is objective, consistent and non-discriminatory.
- **Customer service**
 - Ensuring a superior standard of customer service across the entire organisation for patrons of all ticket types and at all venues.
 - Manages Customer comments and complaints to ensure ongoing customer relationships.
 - Access and Inclusion – ensure that the festival is up to date on all government and social policies related to access and inclusion.
 - Working with Production Manager to meet access requirements as indicated in the SFF Disability Inclusion Action Plan.
 - Working closely with the Production Manager, Security and Venue Coordinators to ensure a high-quality front of house experience during the Festival.

- Working with Production Manager to ensure that all required COVID-19 Health and Safety protocols are adhered to, in relation to ticketing, customers and ticketing staff.
- **Reporting & analysis**
 - Daily sales, YOY sales, customer ticket-type evolution, Daily Tracker, App export pull marketing lists
 - Reporting / tracking of ticket sales to budget.
 - Providing detailed reports on all aspects of SFF ticket sales and patterns. Includes daily, weekly and end-of-Festival reporting, the collating of data on attendance at free events, and any information needed for stakeholder acquittals.
 - Managing any data exporting from the ticketing system to other related systems.
- **Management of outsourced contracts with respect to customer relationships and ticketing**
 - Ferve
 - Stripe
 - Eventival – specifically in relation to data export
 - Other as necessary
- **Timeline** - Responsible for updating the SFF timeline with respect to ticketing actions and for ensuring that all those actions are managed on a timely basis.

KEY SELECTION CRITERIA

Essential

- Proven advanced skills in online ticketing systems, their development and implementation
- At least five years managing customer ticket sales experience
- Previous experience within a major event or festival, which offered a wide range of ticket and booking options
- Experience working in an organisation which offers subscription and multi-ticket purchase platforms, as well as a large volume of single tickets
- Experience in the preparation and writing of reports (including sales, financial reconciliations, and event reports)
- Proven ability to work in a high-pressured environment, with competing priorities, stakeholders and deadlines
- Experience with complex customer relationship management systems such as Salesforce or Sugar.
- Exceptional attention to detail, with excellent written and verbal communication skills
- Proven experience managing staff and the public in a customer service focused role
- Proven advanced skills with database systems
- Proven advanced skills in office productivity software Microsoft Word and Excel

Desirable

- An interest in film and the film industry

- Performing arts or sports venue ticketing
- Experience with Ferve ticketing system

CORE COMPETENCIES

- **Team Focus:** Is committed and skilled at working with and assisting others to achieve positive outcomes
- **Flexible:** Demonstrates a willingness to take on new challenges, roles and responsibilities and adapt positively to changing working conditions and priorities
- **Self-starting:** Highly motivated to achieve, shows initiative and acts proactively to deliver excellent results without directive supervision
- **Interpersonal:** Skilled at building rapport, understanding others needs and developing effective working relationships
- **Resilience:** Able to persist and deliver when faced with challenges and bounces back quickly from setbacks.