

SYDNEY FILM FESTIVAL

POSITION DESCRIPTION

Position Title CRM and Ticketing Manager
Reporting to Head of Marketing
Renumeration range \$85k - \$90k (+10.5% super)

The Sydney Film Festival (SFF) is one of the longest running events of its kind in the world. Each year the festival brings the best new local and international films to audiences in Sydney. As well as premiere features from over forty countries, SFF screens short films, Australian films, documentaries and archive titles. The festival hosts a number of awards to recognise excellence in filmmaking, including the Official Competition, Dendy Awards for Australian Short Films and a Documentary Prize (all of which are Academy Award eligible). Additional annual awards are presented including: the Sustainable Future Award, the Deutsche Bank Fellowship for First Nations Film Creatives and the Sydney UNESCO City of Film Award.

SFF, which turns 70 in 2023, occurs over 12 days in June at eleven locations across Sydney.

SFF also runs the Travelling Film Festival, taking mini-festivals to 22 venues across regional NSW, Queensland and the Northern Territory.

SFF is an inclusive workplace and encourages applicants of all abilities and backgrounds. Applicants from Aboriginal and Torres Strait Islander background are especially encouraged to apply.

APPLICATION

To apply for this position, please forward your resume and a cover letter to Head of Marketing, Joshua Forward at joshua.forward@sff.org.au addressing your suitability for the role, and addressing selection criteria where possible, based on the role descriptions and criteria outlined below.

Applications close Mon 1 Aug at 9am.

OVERVIEW OF THE POSITION

The CRM and Ticketing Manager is responsible for all touch points between customers, and the Sydney Film Festival and the Travelling Film Festival. These include the management of all relevant ticketing and database systems, and working with our operations team on front of house planning.

The position is also responsible for reporting and analysis of ticket sales, tracking of sales data against budget, and marketing driven audience segmentation.

The Ticketing and CRM Manager plays a key strategic role in the organisation, helping to drive marketing, program scheduling and customer service opportunities for the organisation, through data driven decision making.

HOURS OF WORK

This role is a permanent, full time role with usual hours of work 9am – 5pm Monday to Friday. However, the event focused nature of the company will require a willingness to work flexible hours, including evenings and weekends.

The position is based at Level 2, 10 Hickson Rd, Sydney NSW 2000.

MANAGES

- Ticketing Systems Administrator (contract role Feb - June)
 - VIP Ticketing Coordinator (contract role April – June)
 - Ticketing Coordinator (contract role April – June)
- Box Office Manager (contract role April – June)
 - Box Office Supervisors (contract May - June)
 - Casual Box Office Staff (contract May- June)

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
 - Overseeing the allocation and processing of holds and 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 meticulous time and staff management to ensure that deadlines are met, including website build, ticket sales launch and seating allocations.
 - Liaising with Finance Manager on financial aspects of the ticketing process.
 - Liaising with the Digital Marketing Manager to create targeted marketing lists and reporting on sales achieved against marketing targets.
 - Liaising with the website provider to ensure the integration between the website and the Festival's ticketing platforms is seamless – especially during the on-sale period.
 - Managing ticket builds, allocations and on sales with venues visited by the Travelling Films, including liaising with venues.
 - Create and administer ticketing policies and procedures.
- **Database and Customer Relationship Management**
 - Serve as the resident expert in database operations, ensuring smooth integration between our databases including Ferve ticketing, MailChimp, SalesForce and Eventival.

- Contribute to the CRM strategy to drive customer acquisition, retention and yield potential.
- Maintain data and transactional pathways through digital and sales channels, and ensure they are embedded with best practice in user experience.
- Oversee data hygiene for the organization.
- Optimising our database for marketing best practice, including ensuring the database is effectively segmented for targeted activities.

- **Staff management**

- Responsible for the recruitment and management of the ticketing team – this includes (but not limited to) the following roles:
 - Ticketing Systems Administrator (contract role Feb – June)
 - VIP Ticketing Coordinator (contract role April – June)
 - Ticketing Coordinator (contract role April – June)
 - Box Office Manager (contract role April – June)
 - Box Office Supervisors (contract May – June)
 - Casual Box Office Staff (contract May- June)
- 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 policies related to access and inclusion.
- Work with Production Manager to meet access requirements as indicated in the SFF Disability Inclusion Action Plan.
- Working closely with the Production Manager and Venue Coordinators to ensure a high-quality front of house experience during the Festival.
- Work with Production Manager to ensure that all required Health and Safety protocols are adhered to in relation to ticketing, customers and ticketing staff.
- Act as the privacy officer for SFF, ensuring company compliance to Australian privacy laws and data collection laws, as well as internal SFF policies.

- **Reporting & analysis**

- Responsible for tracking daily sales, YOY comparisons, customer ticket-type evolution, and reports as required.
- Generate standardised 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.
- Providing detailed analysis of sales trends and patterns that offer insights and opportunities contained within our database and in the scheduling of the Festival.
- Managing any data exporting from the ticketing system to other related systems.

- Contribute to strategic direction of the organization through data driven decision making.
- **Management of outsourced contracts with respect to customer relationships and ticketing**
 - Ferve
 - Eventival – specifically in relation to data export
 - SalesForce
 - Other as necessary

KEY SELECTION CRITERIA

Essential

- Proven advanced skills in managing online ticketing systems, development and ticketing build implementation.
- At least five years managing customer ticket sales experience.
- Previous experience within a major event or festival, cinema, sporting event, or live performance, 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).
- Experience in analysing and presenting data to inform marketing strategy.
- 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.
- 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

- Relevant tertiary qualifications
- An interest in film and the film industry.
- Performing arts or sports venue ticketing.
- Experience with Ferve ticketing system.
- Experience with SalesForce.

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.