

Job Description

Ticketing & Sales Manager



Title and Reporting Relationship

Position title	Ticketing & Sales Manager
Reports to	Director of Marketing
Date of update	July 2025
Date for review	July 2026

Purpose of Role

Working as part of the Auckland Philharmonia Marketing team, and under the direction of the Director of Marketing, the Ticketing & Sales Manager position predominantly focuses on the following areas:

1. Implementation and management of effective ticketing and sales processes, using appropriate tools and resources to maximise revenue and efficiency.
2. Development and management of ticket budgets and sales reporting to provide accurate data and insights that inform and support the organisational targets.
3. Management of the box office team focusing on providing a high level of service to customers, and maintaining positive relationships with venue operators and ticketing agencies.

Role Dimensions

Full time	37.5 hours per week
Number of direct reports	2
Number of indirect reports	N/A
Budget accountability	Work within Auckland Philharmonia delegated financial authority.

Technical Specifications

Location:	Auckland
Team:	Marketing
Working relationships:	CEO Administration Heads of Department (“HOD”) Management & Administration Staff External Agencies, media, suppliers, sponsors, donors Auckland Philharmonia Players Music Director

Terms and conditions of employment: Refer individual employment agreement

Position accountabilities/Key functions

MANAGEMENT

1. Manage the day-to-day operations of Auckland Philharmonia Ticketing team to ensure achievement of team objectives, including staffing, planning, supporting, mentoring, problem-solving and facilitating.
2. Ensure that all in-house systems and booking processes are designed logically and managed and implemented with maximum efficiency and accuracy.
3. Proactively review processes and resources in line with the requirements and demands of the organisation, recommending changes and additional resource when needed.

4. Manage relationships with external ticket agencies to ensure that the ticketing process runs smoothly and that regular audit information is secured, as well as the collection of sales data, where appropriate.
5. Manage relationships with venue operators to ensure that venue information eg seating maps is accurate for customers and front of house arrangements meet expectations for Auckland Philharmonia and our customers.
6. Collaborate with marketing team members, supporting the development and implementation of marketing campaigns to deliver ticket sales and campaign objectives for Auckland Philharmonia events.
7. Day-to-day management of the Ticketing staff, providing ongoing mentoring, supervision and guidance as well as setting of annual objectives and regular reviews.
8. Manage the recruitment, induction and training of new Ticketing staff, as required and in consultation with the Director of Marketing.

TICKET SALES

1. Develop, implement and manage the annual subscriptions strategy.
2. Develop, implement and manage the annual pricing strategy.
3. In consultation with the Director of Marketing, set subscriptions and single ticket targets for all concerts in the upcoming season.
4. Manage the building of all products for sale for in-house and online for each concert season and preparation of relevant materials connected to the season brochure and season launch.
5. Manage the sales of tickets via ticket agencies ensuring third party information supplied and received is timely and accurate, including the on-sale processes for single tickets at the start of each concert season.
6. Proactively and regularly review ticket sales trends to ensure optimal opportunities to achieve targets and maximise revenue eg implementing dynamic pricing strategies.
7. Collaborate with marketing team members, supporting the development and implementation of campaigns to deliver ticket sales including special packages, discount initiatives etc.
8. Stay current with industry thinking relating to audience development and market growth from a ticketing and sales perspective.

CRM (TESSITURA)

1. Manage the appropriate collection and maintenance of customer information through the Auckland Philharmonia's CRM Tessitura in line with privacy and data protection requirements.
2. Manage the development of each concert season build and subscriber renewal activities within the Tessitura system.
3. Manage the creation of additional new events across all departments in Tessitura/TNew including checking of performance setup/pricing/rules etc.
4. Collaborate with relevant staff to ensure appropriate standardised processes exist around usage and maximising opportunities with Tessitura across the whole organisation.
5. Work with colleagues across the organisation to organise and deliver CRM training for staff as required.
6. Manage the relationship between the Auckland Philharmonia and Tessitura, particularly for ticketing related activities including overseeing any technical issues to a satisfactory result with Tessitura.
7. Manage personal competency with all aspects of Tessitura, identifying and engaging with areas for personal development and growth and keep up to date with Tessitura upgrades and improvements on behalf of the Ticketing function and other relevant areas.

CUSTOMER RELATIONS & SERVICE

The Ticketing team are a primary point of contact for the public-facing activities of the organisation and the relationship with customers is vital.

1. Positively nurture and manage subscriber relationships ensuring the highest level of customer service is maintained.
2. Ensure that all ticket bookings are processed promptly and accurately to a high level of customer satisfaction.
3. Manage customer queries, issues and complaints in a prompt and appropriate manner, seeking advice when necessary.
4. Manage concert night box office and front of house activities to ensure appropriate levels of staffing and volunteers are available for evening and weekend work

REPORTING & ANALYSIS

1. Manage sales reporting and analysis to ensure information is accurate, relevant and shared across the organisation in a timely manner.
2. Drive and manage detailed analysis of subscription and single ticket campaigns to inform future activity and delivery of marketing plans.
3. Coordinate purchase orders/billing and ensure budgets are kept up to date, reporting on marketing expenditure and advise Director of Marketing of any discrepancies.
4. Prepare accurate and timely information, analytics and reports for senior management, Auckland Philharmonia Board and funding bodies as required.

GENERAL

1. Maintain good and cooperative working relationships with Auckland Philharmonia staff and players.
2. Participate and work co-operatively as a team member of the Marketing Department, and the wider organisation to ensure achievement of individual and team objectives.
3. Maintain and build relationships with suppliers including clear communication of activity, budget management, contract reviews and invoicing.
4. Promote and support the Auckland Philharmonia in all its activities, acting as a professional and committed employee who is always an ambassador for the orchestra.
5. Attend staff and company meetings and other activities as required to contribute to the cohesion and cooperative effort of the Auckland Philharmonia as an organisation.
6. Stay up to date with the latest Auckland Philharmonia activities, developing knowledge of the organisation, orchestral music and audiences through regular experience and engagement with Auckland Philharmonia events.
7. Support the Director of Marketing with induction of new staff as required.
8. Participate in other projects and/or project management as requested by the Director of Marketing.

SKILLS, QUALIFICATIONS & EXPERIENCE

- Minimum 5 years' experience in a ticketing and event sales role
- Comprehensive experience with CRM systems – Tessitura is desirable
- Proven sales skills to drive subscriptions from the box office
- Excellent administrative and organisational skills
- Experience in setting up and implementing systems
- Advanced skills in Excel
- Experience in data accrual, financial management, reporting and analysis
- Highly organised and adaptable to a fast-paced and dynamic work environment
- Staff and roster management experience (including performance management)
- Track record of excellent customer service skills and relationship building and management
- Excellent verbal and written communication skills
- Experience in working with digital mail systems (eg Wordfly)
- Confident telephone manner

PERSON SPECIFICATION

Our ideal candidate:

- Pro-active can-do attitude
- Self-starter and able to work unsupervised
- Organised with excellent time management skills
- Attention to detail
- Ability to multitask
- Excellent communicator
- Ability to work outside regular hours
- Relationship-building skills
- Honest and trustworthy
- Interest and appreciation of the performing arts
- Good general understanding of orchestral music, or a willingness to learn, would be an advantage