

Position:	Ticketing Supervisor
Location:	The Pavilion, 30 Eton Street, Sutherland, NSW
Employment Type:	Full Time Position – 35 hours per week
Reports to:	Marketing Manager
Direct Reports:	Casual Box Office Staff
Probation:	3-month probationary period

POSITION OVERVIEW

The Ticketing Supervisor leads all ticketing and Box Office operations across our two venues: Sutherland Pavilion and Sutherland Arts Theatre. This role is responsible for the end-to-end delivery of ticketing, from event builds and on-sale strategy through to performance delivery and post-event reporting.

Combining operational oversight with hands-on delivery, the Ticketing Supervisor manages ticketing systems, supervises Box Office staff, and works closely with internal teams, hirers, and the ticketing provider to ensure seamless event execution and strong sales performance.

As a key public-facing and cross-functional role within the Marketing & Ticketing department, the position also contributes to campaign delivery, patron communications, and revenue optimisation, while maintaining exceptional standards of customer service.

KEY RESPONSIBILITIES

Ticketing Operations

- Lead all ticketing activity across Sutherland Pavilion and Sutherland Arts Theatre, including event builds, on-sales, price lists, seat allocations, and inventory management.
- Coordinate ticketing requirements with producers, hirers, and internal teams to ensure accurate and timely delivery of ticketed events.
- Implement and manage promotions, offers, and sales strategies to optimise revenue.
- Monitor sales performance and deliver regular reporting, insights, and trend analysis.
- Maintain relationships with the ticketing platform provider, including system updates and feature implementation.
- Oversee physical ticketing POS systems, hardware, and devices to ensure operational efficiency.
- Manage internal and external ticketing requests, including allocations, holds, and complimentary tickets.

Box Office

- Oversee day-to-day Box Office operations, ensuring a consistently high standard of customer service across all channels.
- Recruit and train casual Box Office staff, developing staff rosters to ensure appropriate coverage across all events and Box Office opening hours (Thursdays-Fridays 10am-4pm).
- Maintain Box Office enquiries during non-open days as required, including conducting ticket sales, exchanges, refunds, and enquiries in person, via phone, and online.
- Act as escalation point for complex customer issues and provide real-time support during events.
- Maintain a positive, high-performing team culture with a focus on service excellence and accountability.

Customer Experience & Communications

- Deliver an inclusive, high-quality customer experience, including managing accessibility and group bookings.
- Maintain strong knowledge of all events to effectively communicate with casual staff and patrons.
- Support the marketing department to provide relevant patron communications including on-sale activity, pre-show information, and post-show feedback.
- Ensure ticketing activity aligns with marketing campaigns and website content.
- Maintain accurate and up-to-date event and ticketing information in the event management system (Artifax).

Finances, Policies & Philanthropy

- Oversee all ticketing financial processes, including reconciliations, banking, and coordination with the finance team.
- Manage event settlements and ensure accurate, timely reconciliation of all ticketed events.
- Provide clear and accurate reporting to internal stakeholders and external hirers.
- Monitor and report on memberships, gift cards, and donations.
- Maintain and contribute to the development of ticketing policies, procedures, and best practices.

ESSENTIAL SKILLS

- Minimum 3–4 years' experience in ticketing, Box Office, event management, or a customer service/sales role.
- Demonstrated experience using CRM and ticketing systems (e.g. Tessitura, Salesforce or similar).
- Strong systems aptitude, with the ability to manage and troubleshoot ticketing platforms and related technology.
- Experience in staff supervision, training, and rostering.
- Excellent customer service and communication skills, with a professional and approachable manner.
- High level of attention to detail, particularly in data management and financial processes.
- Proven ability to manage multiple priorities and stakeholders in a fast-paced environment.
- Strong problem-solving skills, with the ability to work both independently and collaboratively.

DESIRABLE SKILLS

- Experience within a performing arts venue or similar environment.
- Familiarity with integrated ticketing and CRM systems, e.g. Spektrix.

QUALIFICATIONS/CERTIFICATIONS

- A Working with Children Check for paid employment.
- A First Aid Certification.

PERFORMANCE GOALS

- **Deliver Excellence in Ticketing Operations and Box Office Management**
Oversee the accurate and timely delivery of all ticketing functions, including event builds, system integrations, inventory management, reporting, and event settlements. Lead and

support Box Office operations to ensure efficient service delivery, strong team performance, and seamless customer experiences across all sales channels.

- **Drive Exceptional Patron and Client Experiences**

Maintain The Pavilion's high standards of customer service by ensuring Box Office staff are equipped to deliver professional, responsive, and solution-focused support. Proactively manage escalations, monitor customer feedback, and implement improvements that enhance patron satisfaction and strengthen client relationships.

- **Lead Cross-Functional Communication and Team Engagement**

Facilitate effective communication between Ticketing, Box Office, Marketing, Operations, and external stakeholders throughout the event lifecycle. Ensure ticketing information, sales campaigns, and audience communications are delivered accurately and consistently across digital and on-site channels. Foster a collaborative and high-performing team culture through leadership, coaching, and continuous improvement initiatives.