

# Melbourne Symphony Orchestra

## Position Description

<b>Job Title</b>	Ticketing Operations & Insights Lead	<b>Date</b>	April 2022
<b>Department</b>	Marketing & Sales	<b>Reports to</b>	Senior Manager, Sales & Customer Experience
<b>Location</b>	MSO Offices, Southbank	<b>Role Status</b>	Full time, ongoing

### 1. POSITION PURPOSE

Working under the guidance of the Senior Manager, Sales & Customer Experience, the Ticketing Operations & Insights Lead is responsible for coordinating ticketing and data operations across subscriptions, single ticket sales and special events. The role is also responsible for the sales reporting suite and data analysis.

The role acts as an internal champion/super user for the Company's Tessitura CRM system

### 2. MSO VALUES and BEHAVIOURS

<b>Excellence</b>	We will deliver the highest standards of performance at all times, artistically and organisationally.
<b>Leadership</b>	We will demonstrate the highest levels of professionalism and be passionate advocates for our company, our artists and the art form.
<b>Innovation</b>	We are creative and seek new ways to inspire and engage our stakeholders.
<b>Collaboration</b>	We are one orchestra, and work cohesively with our partners and communities to achieve our goals.
<b>Respect</b>	We respect all those with whom we interact. We are ethical, honest, and transparent.
<b>Integrity</b>	We will be open and honest, reliable and respectful, and ethical at all times.
<b>Accountability</b>	We are responsible and accountable in our pursuit of sustainability.
<b>Diversity</b>	We reflect the diversity of our stakeholders to remain relevant, vibrant and inclusive, and engage all aspects of the Victorian community we represent.

### 3. DIMENSIONS and WORKING RELATIONSHIPS

<b>Reports to</b>	<ul style="list-style-type: none"><li>• Senior Manager, Sales &amp; Customer Experience</li></ul>
<b>Direct Working Relationships</b>	<ul style="list-style-type: none"><li>• Sales and Marketing teams, including Box Office;</li><li>• Philanthropy team;</li><li>• Finance team;</li><li>• Other departments as required.</li></ul>

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### 4. MAJOR RESPONSIBILITY AREAS

The main areas of responsibility include:

- Coordination of ticketing operations, including system management;
  - Analysis and reporting.
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### 5. KEY RESULT AREA MAJOR ACTIVITIES

#### **Ticketing Operations**

- Implement ticketing, offer and dynamic pricing builds for the MSO Box Office, MSO website and venues, in order to meet pre- and on-sale timelines;
  - Coordinate seating plans, sales imports and inventory management;
  - Liaise with venue contacts within a ticketing context;
  - Manage ticketing database operations (Tessitura) including implementing backend amendments for the box office and website functions;
  - Manage reconciliation and processing of box office revenue and work with the finance team to provide post-concert revenue reports;
  - Troubleshoot financial discrepancies as requested from finance and box office teams;
  - Work with venue to set up access control systems as required;
  - Assist with other ticketing and sales requests as required;
  - Stay abreast of industry standards and best practices and maintain robust industry/peer organisation networks.
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#### **Analysis And Reporting**

- Monitor sales trends to assist the Senior Manager, Sales & Customer Experience in identifying revenue maximisation opportunities and minimising risks through dynamic pricing and other strategies;
  - Manage and distribute reporting suite including but not limited to sales reports, customer behaviour analysis, month end reports and annual statistics;
  - Create data sets in line with ad hoc requests and use initiative to find additional information where available;
  - Use Mosaic and Tessitura data (and other data sets as available) to identify sales, marketing and philanthropy opportunities, and opportunities for other departments as required;
  - Record and document reporting processes;
  - Work with the Database Administrator and Tessitura to create and maintain bespoke data management and analysis systems.
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#### **Occupational Health and Safety**

- Work with management and other team members to ensure that all occupational health and safety (OHS) risks are minimised through awareness and application of safe working practices.
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### 6. DECISION MAKING AUTHORITY

The position holder works under the general direction of the Senior Manager, Sales & Customer Experience and is a member of the strategically oriented and customer service driven sales and support team.

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### 7. ESSENTIAL CRITERIA

- Significant experience using Tessitura to provide creative solutions to ticketing challenges, including but not limited to events and package building (including package rollovers);
  - Experience in a Box Office/ticketing role within an entertainment/arts subscription-based environment;
  - An ability to identify and activate sales opportunities;
  - Excellent accuracy and attention to detail;
  - Commitment towards delivering quality customer experiences;
  - A passion for data mining;
  - Advanced Excel skills;
  - Well-developed interpersonal and organisational skills;
  - Strong communication skills;
  - Demonstrated ability to work under pressure to achieve deadlines;
  - Understanding of the dynamics of working for a performing arts organisation.
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### 8. DESIRABLE CRITERIA

- Intermediate-advanced SQL knowledge;
  - Qualifications in Mathematics, Economics, Computer Science, Information Management or Statistics would be highly regarded;
  - Flexibility to work outside of normal hours e.g. evenings, weekends, public holidays on occasion.
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### 9. PERSONAL CHARACTERISTICS

- Well-developed interpersonal and organizational skills;
  - Initiative, attention to detail and common sense, combined with lateral thinking and problem-solving skills;
  - Strategic thinking, with an ability to initiate and embrace innovation and new ideas;
  - Resilience, maturity, and the ability to maintain a balanced and calm demeanor in a fast-moving, complex environment;
  - Meticulous attention to detail.
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### 10. POSITION DESCRIPTION MAINTENANCE

**Date of last review**      April 2022

**Conducted By:**            Senior Manager, Sales & Customer Experience

**Date for next review:**    April 2023

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## Recruitment Process

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This is an excellent time to be joining the MSO. Working closely with a small but dedicated team, this role will be well-suited to someone looking to make a positive contribution to the MSO, a much-loved cultural icon of Melbourne and Australia.

Please also note that it is a requirement that the successful candidate will have received both doses of the COVID-19 vaccination, unless they have a medical or other approved exemption. Please contact Human Resources if there are any questions or concerns regarding this.

### Key dates

Applications close 11.59pm, Sunday 15th May 2022.

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### How to apply

To apply please forward a covering letter and current resume with the subject line Ticketing Operations & Insights Lead application – YOUR NAME, to:

**Alex Fitzgerald**  
jointheteam@mso.com.au

Only shortlisted candidates will be contacted.

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### Contact

For further confidential conversation about this opportunity please contact during business hours:

**Shannon Toyne**  
**Senior Manager Sales & Customer Experience**  
Email: toynes@mso.com.au

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## About the Melbourne Symphony Orchestra

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Each year the MSO engages with more than 5 million people through live concerts, TV, radio and online broadcasts, international and regional tours, recordings and education programs.

The MSO is a vital presence, both onstage and in the community, in cultivating classical music in Australia. Internationally acclaimed, the Orchestra nurtures strong cultural partnerships throughout South East Asia. The MSO is the only Australian orchestra partnered with UNITEL, the world's leading distributor of classical music programs for film, television and video.

The MSO regularly attracts great artists from around the globe; including Anne-Sophie Mutter, Lang Lang, Renée Fleming and Thomas Hampson, while bringing Melbourne's finest musicians to the world through tours to China, Indonesia, Europe and the United States.

The nation's first professional orchestra, the Melbourne Symphony Orchestra has been the sound of the city of Melbourne since 1906. The MSO was the first Australian orchestra to perform overseas (1965) and the first to debut at Carnegie Hall (1970).

From its home at Hamer Hall, Arts Centre Melbourne, to free summer concerts at Melbourne's largest outdoor venue, the Sidney Myer Music Bowl, to its Secret Symphony performances at unique inner-city locations, the MSO inspires a broad range of audiences with more than 160 concerts a year.

Committed to shaping and serving the city it inhabits, the MSO regularly reaches beyond the customary classical audience by collaborating with artists such as Sting, Professor Brian Cox, Nick Cave & Warren Ellis, Flight Facilities, Kate Miller-Heidke, Tim Minchin and Laura Mvula.

As a national ambassador for the arts and a champion of music education, the MSO campaigns for the rights of all people to access and learn music. Boasting carefully curated learning programs, a regional touring schedule, accessible concerts and free community events, the MSO provides opportunities for music lovers to be involved with the Orchestra, no matter their age or location.

The MSO's 2022 Artistic Family includes Chief Conductor Designate Jaime Martín, Principal Guest Conductor Xian Zhang, Principal Conductor in Residence Benjamin Northey, Conductor Laureate Sir Andrew Davis, Cybec Assistant Conductor Fellow Carlo Antonioli, Composer in Residence Paul Grabowsky AO, Cybec Young Composer in Residence Alex Turley and Ensemble in Residence Melbourne Ensemble.

