



POSITION DESCRIPTION

Ticketing & Accreditation Manager

Venue and Event Services

May 2024



Title:

Ticketing & Accreditation Manager

Reports to:

Executive Manager - Event Operations

Direct Reports:

Ticketing Coordinators.

Job Goal:

Reporting to the Executive Manager- Event Operations & Customer Service Delivery, this position is a key role within the Event Operations team.

The Venue & Event Services department has a diverse portfolio of highly visible service delivery responsibilities. The Ticketing & Accreditation Manager is responsible for the management of the ticketing supplier contract, the implementation of innovative and industry best practice, providing the timely and accurate management of all aspects of ticketing for the venue and acting as the key point of contact for the ticketing supplier. They also oversee event day accreditation.

The Ticketing & Accreditation Manager is an exceptionally organised ticketing professional with demonstrated experience with managing teams in a sports and entertainment ticketing environment for major events. The successful applicant will have a talent for problem solving and a strong commitment to providing superior customer service. The Ticketing Manager must work well under pressure and be committed to working in a team environment.

Note: given the MCC is a 7 day a week business, flexibility will be required to meet the requirements of this role, including working weekends and public holidays.

Accountabilities/ Responsibilities:

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- Primary relationship manager for ticketing supplier and ticketing/consumer leads for MCC hirers.
 - Leadership, management and development of staff within the Ticketing Team (leadership behaviours to be demonstrated in line with Leading at the 'G leadership framework)
 - Working with MCC's Business Intelligence team, provide attendance estimates for all events
 - Oversee the management of the ticketing contract, including regular review of KPI's and managing performance issues.
 - Liaise and maintain strong relations with external partners (codes, clubs, promoters and venue hirers), stakeholders and internal departments to manage all ticketing sales, commercial ,technical and operational relationships for MCC events
 - Manage and continually improve existing systems and processes in relation to the application, purchase and distribution of tickets to MCC events
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- Work closely with the ticketing supplier in regards to the event build, operations and systems; briefing and information exchange, and reporting and reconciliations
 - Managing the ticketing procedures and systems in collaboration with MCC and the ticketing provider's IT departments, as well as maintain stadium-seating capacity
 - Attend team and event planning/debrief meetings to represent ticketing operations
 - Supply General Manager - Venue and Events Services and senior executive staff with relevant ticketing information, sales patterns and reports as required
 - Review ticketing policies annually
 - Provide timely analysis of sales, trends, average ticket prices, revenue targets and other sales reports as required
 - Produce regular statistical data on ticket sales, pre and post event
 - In collaboration with key hirers develop and implement an annual plan for the ticketing team
 - Develop and implement a master plan for the ticketing subject inside the Event Management Master Plan
 - Work closely with the MCC Finance Team in regards to financial reconciliations, processing of payments, GST requirements and match returns
 - Comply with the MCC OH&S policies and procedures and take reasonable care for safety or yourself and others, including patrons, staff, contractors and anyone who may be affected by your actions.
 - Demonstrates commitment to MCC values

Experience / Skills / Qualifications:

- Considerable experience in a managerial ticketing roles is essential for success in this position
 - Previous experience within a major event or premium sporting organisation which offered a wide range of ticket and membership options
 - Advanced knowledge of computerised ticket sales – preferably Ticketek's Aspect system
 - Previous management experience in planning for and delivering ticketing sales and operations in the Australian sports marketplace with essential experience with box office procedures
 - Knowledge of event planning and coordination, equipment and practices typical to the sport and entertainment industry
 - Experience working in an organisation that offers membership purchase platforms, as well as a large volume of single tickets
 - Strong leadership and management capabilities including the ability to develop, coach and mentor staff & establish positive and collaborative working relationships
 - Experience in the preparation and writing of reports
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- A demonstrated and strong commitment to exceptional customer service, embracing the MCC CARE habits in all customer dealings – this is a key requirement of the position
- Proven ability to work in a high pressured environment, with competing priorities, stakeholders and deadlines
- A clear and demonstrated capability to drive continuous improvement initiatives
- Exceptional attention to detail, time management, planning and scheduling skills
- High level of all round communication and interpersonal skills
- Display sound decision making skills to solve problems and conflicts effectively whilst remaining calm under pressure
- Proven experience in managing teams and the public in a customer/guest service environment
- Proven effective management of multiple related areas
- Proficient with Microsoft Office with emphasis on Word and Excel
- Strong project management disciplines inclusive of the ability to prioritise at peak times, multi task and meet strict deadlines
- Responsible for management of venue on event days when rostered as Senior Event Manager following successful completion of training program (average event days per year between 10-14)
- Knowledge and interest in sport and entertainment
- Training experience is desirable

The MCC is committed to providing a safe and welcoming environment for everyone including children & young people and has zero tolerance to child abuse and harm. All MCC staff are required to understand their responsibility in relation to child safety and must undertake mandatory child safety training. The MCC conducts reference checks including child safety and other pre-employment checks as appropriate.

It is a mandatory requirement to hold a current / valid Victorian Working with Children card to work at the MCC.



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