

CRM & TICKETING COORDINATOR

Level C | 1.0 EFT

ABOUT ANAM

The Australian National Academy of Music (ANAM) is dedicated to training the most exceptional young classical musicians from Australia and New Zealand. ANAM provides an intense studio-based program of individually-tailored lessons, classes, coaching, seminars and rehearsals, alongside a public performance schedule of over 180 events each year. ANAM's audience and membership base is highly engaged and supportive.

POSITION SUMMARY

Working within a small team, this role oversees box office and ticketing operations at ANAM, including ticket builds and CRM analytics, reporting and insights within Tessitura.

HOW TO APPLY

This position requires an email to the People and Culture Manager. Application instructions are at the end of this advertisement.

DETAILS OF ENGAGEMENT

Position title:	CRM & Ticketing Coordinator
Salary classification:	Level C (from ANAM's Workplace Agreement 2016)
Salary range:	\$78,309 (plus super)
Time fraction:	full time
Employment type:	Ongoing full time, subject to the successful completion of a probationary period
Reports to:	Marketing and Communications Manager
Works closely with:	Marketing, development and program departments; musicians and faculty
Location:	Based at the Abbotsford Convent, Abbotsford, Melbourne
Commencement:	asap
End date:	n/a

INDIVIDUAL RESPONSIBILITIES:

Box Office

- Oversee Box Office operations for ANAM ticketed events including ticket sales, complimentary ticketing, cash handling procedures, and customer service
- Coordinate Box Office casual staff, including training and rosters
- In consultation with the Marketing & Communications Manager, ensure compliance with industry standards and best practices for PCI compliance, Privacy Principles and the LPA Ticketing Code of Practice
- Process ANAMates memberships, tickets and donations
- Communicate with internal and external stakeholders to effectively resolve issues, concerns or complaints
- Work closely with Audience Experience Coordinator (FOH) to ensure a premium customer experience for ANAM audiences
- Undertake Box Office and FOH duties for ANAM events, as required

Ticketing & CRM

- Coordinate and implement ticketing build requirements for ANAM ticketed events in Tessitura and TNEW
- Where required, arrange the allocation of ticketing offers for internal, partnership and external events, and where required, assist Development team with complimentary ticket allocations
- Oversee system upgrades and maintenance of Tessitura along with other Tessitura System Administrators
- In consultation with the Marketing & Communications Manager, develop and implement policies, procedures and improvements for ticketing processes
- Provide internal administrative system support and training in Tessitura to staff as required
- Manage regular data clean up and maintenance, including documentation and technical requirements
- Work with Marketing and Development teams to leverage existing Tessitura functionality and suggest improvements and upgrades
- Identify and implement opportunities to improve the integration of ticketing systems and processes, including TNEW interface

Analytics, Reporting & Insights

- Lead Tessitura data research, analysis and reporting at ANAM working closely with both Marketing and Development colleagues
- Provide regular reports to internal staff on ticket sales, customer feedback or other data as required
- Work with Marketing and Development teams to better understand, map and provide insight into audience/donor pathway/s and develop strategies to identify, engage and convert constituents
- Collect, track and analyse data (including attendance, demographics, audience and donor behaviour etc.) to inform communication and engagement strategies

General Administration

- Provide high level customer service (in-person, phone & email) to ANAM's patrons, donors, visiting artists, board musicians, visitors and suppliers
- Provide general office support, including financial processing, maintaining supplies and administrative tasks as required

DELEGATED RESPONSIBILITIES

- n/a

KEY SELECTION CRITERIA

Essential

- Relevant degree and/or experience
- Experience in Tessitura (CRM) and Box Office processes
- Exceptional written and oral communication skills, with high attention to detail
- Productive and effective working style
- The ability to work autonomously, as well as part of a small close-knit team

Desirable

- Experience working in marketing and/or communications in an arts company
- Knowledge of classical music and the Australian cultural sector
- Experience in database language/processes - such as SQL

SPECIAL REQUIREMENTS

Availability to work outside regular 'office' hours (with plenty of notice), including some evenings and weekends.

OTHER INFORMATION

ANAM's Commitment to the Safety of Children and Young People

ANAM has a commitment to uphold and respect the safety of all children and young people. This position will require a Victorian Working with Children Check and a National Crime Check.

Equity and Diversity

ANAM promotes a workplace that actively seeks to include, welcome and value unique contributions of all people. ANAM encourages people with a disability, Indigenous Australians, young people and people from culturally diverse backgrounds to apply for this job.

The cohort of employees and contractors at ANAM is selected solely on the basis of merit. Employment at ANAM is based on a recruitment process that includes a panel-based interview. ANAM employees are encouraged to undertake diversity and inclusion awareness training and professional development activities.

ANAM's Acknowledgement of Country

ANAM respectfully acknowledges the traditional custodians of the lands spread across Australia on which we work and live. We uphold and honour their continued relationship to these sites, we pay respect to their Elders past, present and emerging and extend that respect to all Aboriginal and Torres Strait Islander peoples.

APPLICATIONS

Enquiries and further information

- Charlotte Cassidy – People and Culture Manager, c.cassidy@anam.com.au
- Applications submitted automatically via third party sites will not be accepted.
- Further information about ANAM available at anam.com.au

How to apply

- Applications should be in one PDF document, including a CV and one-page cover letter addressing key selection criteria and your suitability for the role. Please list three referees. Referees will not be contacted without prior notice.
- Applications should be emailed to Charlotte Cassidy c.cassidy@anam.com.au
- Applications close 11.59pm on **Sunday 1 September 2024**