



POSITION DESCRIPTION

Position	Senior Manager, Ticketing & Audience Insights
Department	Marketing, Audience and Development
Agreement	<u>Geelong Arts Centre Enterprise Agreement 2021-2024 and its successors</u>
Award classification	Administration Grade 5.1
Remuneration	\$105,100 pa, plus 12% superannuation
Terms of engagement	Ongoing in a full time (1.0 FTE) capacity
Work location	Geelong Arts Centre, 50 Little Malop Street, Geelong Costa Hall, Deakin University Waterfront Campus, Geelong
Date reviewed	March 2026
Approved by	Chief Executive Officer & Creative Director

ABOUT GEELONG ARTS CENTRE

We curate, support and present a diverse range of music, theatre, comedy and dance performances, as well as important cultural and arts practice dialogue, workshops, developments, community experiences and free public activations. Our work seeks to welcome every person in our community to engage, learn and express their creativity, making art a universal experience.

Geelong Arts Centre is the cultural heartbeat of Victoria's second-largest city. Established in 1981 as a Victorian Government statutory agency, we have evolved into Australia's largest dedicated regional performing arts complex. A landmark \$140 million redevelopment, completed in August 2023, quadrupled public space, installed world-class staging, lighting and acoustic systems, and created fully accessible foyers that link the historic Ryrie Street building with a striking new Little Malop Street façade designed in consultation with Wadawurrung Traditional Owners.

The campus now comprises four distinct performance venues supported by rehearsal studios, exhibition foyers and meeting and event spaces. Additional creative spaces include purpose-built rehearsal rooms, creative workspaces, and a range of hospitality areas including *Tutti*, our in-house café and restaurant which serves both the general public enjoying the precinct and our audiences pre-show.

Geelong Arts Centre curates a year-round season that pairs national and international touring productions with locally produced work. The Centre also commissions and co-produces work with producers from across the country. Core strands span mainstage theatre, contemporary dance, classical and popular music, children's and family programming, First Nations storytelling and multidisciplinary festivals. A large number of community events perform annually including schools and community ensembles alongside commercial promoters and touring artists.

Geelong Arts Centre is supported by a strong and growing philanthropic and corporate community who champion our work for and by the community. Community engagement and lifelong learning are embedded in our *Creative Learning* program which partners with educators from kindergarten to Year 12, offering curriculum-aligned performances, artist workshops and teacher resources. *Creative Engine*, the Centre's industry development hub,



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allocates seed funding, rehearsal space, mentoring and networking to emerging artists, sustaining a vibrant regional talent pipeline.

Access programs including Auslan-interpreted shows, relaxed performances, sensory-friendly matinees and ticket subsidies ensure that people of all ages, abilities and backgrounds feel welcome.

OUR PEOPLE

We want to make Geelong Arts Centre a place where people genuinely want to work — safe, supported, motivated, and inclusive. The Centre will invest in its workforce by building skills, capability, and organisational agility, while recognising and rewarding performance. We are committed to fostering a diverse, positive, and values-led culture that prioritises wellbeing, engagement, and development. We want to ensure a strong, capable, and inspired team drives the Centre's success.

At Geelong Arts Centre, our people embody four core values that drive everything we do. We are bold in our approach, embracing the freedom to challenge boundaries and think differently. Our welcoming spirit is reflected in genuine smiles that celebrate inclusiveness and our shared passion for creativity. We stay deeply connected by proactively engaging with arts and wider communities, facilitating meaningful exchange of ideas that enrich our cultural landscape.

Working as an ensemble, we value every team member's unique contribution as we strive toward our common purpose. This collaborative spirit extends to our commitment to professional development - we invest in structured learning pathways that help our people grow their skills and advance their careers. By bringing together diverse backgrounds, perspectives and experiences, we create an environment where creativity thrives and extraordinary cultural experiences come to life. Together, we're building a vibrant hub that connects global ideas with local stories and nurtures the artistic heart of our region.

See more in our [Strategic Plan](#).

RELATIONSHIPS

Reports to	Director, Marketing, Audience and Development
Supervises	The role includes supervisory responsibilities overseeing the day-to-day prioritisation and coordination of workloads within the Box Office team.
Internal Relationships	CEO & Creative Director, Directors, People Leaders, Managers, Centre staff.
External Relationships	Audiences, Presenters, Partners, Software/System providers and research consultants.



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POSITION OVERVIEW

The Senior Manager provides leadership of Box Office operations, responsible for building high-performance team culture and driving excellence in ticketing, sales and customer service delivery across Geelong Arts Centre venues.

The Senior Manager leads research, analysis and evaluation programs, providing valuable audience insights and sales reporting to the broader organisation that inform audience-led decision making and engagement strategies.

This is a hands-on leadership role that balances operational excellence with people leadership, customer advocacy and the effective use of ticketing systems and data, working within a fast-paced, vibrant performing arts environment.

The role sits within the Marketing, Audience and Development Department consisting of three teams under the leadership of the Director:

- Marketing
- Box Office, Ticketing & Audience insights
- Development (Philanthropy, Grants & Partnerships)

PRIMARY RESPONSIBILITIES

People and Teams

- Lead, mentor and support the Box Office team and foster a positive, professional and customer first team culture.
- Lead effective recruitment, induction, communications, learning and development, coaching, deployment and performance management for the team.
- Oversee and optimise staffing levels and rostering across box office and customer service operations.
- Be an active part of the Senior Leadership Team for Geelong Arts Centre driving high-performance working relationships across the Centre and with external stakeholders.

Strategic Planning & Innovation

- Work with the Director and Leadership Team to shape departmental strategy.
- Develop and deliver team level plans ensuring alignment with the overall vision and long-term goals.
- Keep abreast of current trends and best practice in insights and ticketing operations including compliance with the Data Protection and Privacy regulations.

Box Office / Ticketing / Membership

- Overall management accountability for ticketing systems, ensuring a high-quality ticketing experience for all audiences.
- Provide strategic oversight of membership programs, driving growth, retention and member engagement while ensuring strong alignment between

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ticketing, marketing and customer service to deliver a high-quality member experience.

- Lead proactive group sales activity to drive attendance, diversify audiences and maximise revenue.
- Lead and oversee the Box Office customer service delivery touch points across phone, email, online enquiries and in person.
- Manage a seven day Box Office operation (in-person, online and phone).
- Manage relationships with external partners, presenters, agencies, software providers and others.
- Oversee front-end ticketing processes, including the creation and improvement of seating plans, data imports, data structure and hierarchy.
- Ensure fit-for-purpose training and support is available and provided to staff.
- Continue to re-evaluate and update the ticket transaction pathways (online, email, phone and in-person) to optimise the audience experience.
- Lead the Box Office customer feedback approach including responses, tracking and reporting. Act as the escalation point for complex customer complaints, coaching staff in professional written and verbal responses.
- Write, maintain and update all Box Office standard operating procedures and training materials along with T&C's and policy requirements.

Audience insights & reporting

- Identify and implement effective research and evaluation programs to build deeper insights into preferences, needs and behaviours of key audiences.
- Develop and maintain insights and sales dashboard and other reporting to make timely and accurate data highly available across the organisation.
- Collaborate with internal teams to leverage audience insights to shape budgeting, revenue targets, pricing, offers, forecasting and campaigns.
- Communicate insights and findings in creative and compelling ways and support teams to take action informed by data.

Values, Governance, Safety & Risk Management

The incumbent shall carry out their duties in accordance with legislative and governance requirements, Centre policies, procedures and practices, safety principles, code of conduct for Victorian public sector employees, and Victorian Public Sector Values.

Commitment to Health and Safety

- All staff are responsible for the reasonable care for their own health and safety and that of other people who may be affected by their conduct.
- Geelong Arts Centre is committed to providing a workplace that protects the physical and mental health, safety and wellbeing of our people, visitors and others who work for and with us. Our leadership is critical to promoting a safety culture that is inclusive, supportive, adaptive and free from harassment, discrimination and bullying and achieves



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positive safety outcomes for our people. Our executive and people leaders are responsible for providing and maintaining a safe and mentally healthy workplace culture where we take care of each other through supporting and providing a work environment where safety is prioritised.

Undertake other duties or projects as reasonably requested.

SELECTION CRITERIA

Essential qualifications and experience

To be successful in this position, you will have:

- Demonstrated experience working at a similar level with the proven ability to lead and develop a team.
- Extensive experience in the design, front-end management and administration of ticketing systems.
- Proven strategic capability, with a depth of relevant insights, research and reporting experience.
- Excellent conceptual, analytical and problem-solving skills with strong attention to detail.
- Excellent communication and interpersonal skills with a commitment to high-level service delivery.
- Strong writing, presentation and visual storytelling skills (knowledge Power BI is an advantage).
- Tertiary qualification(s) in a relevant discipline.
- Experience developing and implementing operational procedures and staff training programs.

Desirable qualifications and experience

- Knowledge of arts and performing arts sector.
- Strong quantitative and qualitative research and analytical experience working with survey data, utilising databases and research tools.
- Knowledge of the broader Geelong region.

Other requirements

- Flexibility in working hours to support daytime, evening, and some weekend work will be required as part of the normal hours of duty for this position.
- The following checks, licences and certifications are required for this role:
 - Current and valid Working with Children's Check (employee)
The employee must provide evidence that they hold current certifications prior to commencing employment with Geelong Arts Centre. The employee



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must maintain currency of these checks, licences and certifications for the duration of their employment with Geelong Arts Centre.

CAPABILITIES

Demonstrable behaviour, skills, knowledge and abilities in the following core capabilities:

Shaping strategic direction	Conceptualises and defines strategies to achieve organisational goals; understands environmental trends and integrates this knowledge into business strategies focused on value, revenue, quality, people, efficiency and investment.
Communicating with influence	Engages and energises others through confident and persuasive communication; confidently conveys ideas and information with clarity, understands and meets the needs of target audiences (i.e. the right information to the right people), welcomes constructive feedback and sees things from others' points of view and confirms understanding.
Analysis and problem solving	Analyses issues from diverse perspectives, draws sound inferences from information available and offers sustainable practical solutions.
Planning and organising	Plans, analyses and co-ordinates the delivery of projects / assignments while balancing priorities and resources; continually evaluates progress and re-prioritises work based on changing needs; develops and implements systems and procedures to guide work and track progress and recognises barriers and finds effective ways to deal with them.
Inspiring results	Translates strategic priorities into operational reality; inspires outcomes through others.
Navigating Complexity	Proactively and quickly makes sense of complex issues; effectively responds to difficult or ambiguous situations; making clear, well-reasoned and timely decisions that have a significant impact on the organisation.
Leading Change	Actively promotes and drives inclusive change using broad influencing skills to gain support and overcome barriers; gains stakeholder support and generates enthusiasm about change.

DISCLAIMER



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It is not the intention of the position description to limit the scope or accountabilities of the position. Its purpose is to provide an outline of scope and responsibilities, at a point in time. The scope of the role may be altered from time to time in accordance with changing business requirements.

INSTRUCTIONS TO APPLICANTS

To apply for this role please use the [Careers](#) page of our website. To be considered for this opportunity, candidates must address the **Selection Criteria and Capabilities** requirements and follow the instructions on the Geelong Arts Centre website.