



POSITION DESCRIPTION

Position	Ticketing & Box Office Manager
Department	Marketing, Audience and Development
Agreement	<u>Geelong Arts Centre Enterprise Agreement 2021-2024</u> and its successors
Award classification	Administration Grade 4.1
Remuneration	\$88,800 pa, plus 12% superannuation
Terms of engagement	12 months fixed term in a full time (1.0FTE) capacity
Work location	Geelong Arts Centre, 50 Little Malop Street, Geelong Costa Hall, Deakin University Waterfront Campus, Geelong
Date reviewed	August 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	Senior Manager, Audience Insights & Ticketing
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	Contractors and consultants, community stakeholders, prospective staff.

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POSITION OVERVIEW

The Ticketing & Box Office Manager is responsible for the day-to-day running of the Box Office and the administration of ticketing services, maintaining a high level of service for venue clients, hirers and patrons.

This role focuses on the management and administration of Box Office and ticketing operations and supports the Box Office team to welcome audiences, provide excellent customer service, drive sales through all channels, and ensure accurate ticketing configuration and administration for all events.

PRIMARY RESPONSIBILITIES

People and teams

- Contribute to the continuous improvement and overall success of the Box Office team, its services and functions and the broader Development and Marketing department.
- Lead and enable a service-oriented and high performing Box Office team by coaching and developing staff to deliver services and solutions that enhance organisational, team and individual performance and meet business objectives.
- Lead by example in living the Centre's values-in-action and modelling best practise to develop and motivate team members using a coaching and mentoring approach to manage performance.

Box Office Management & Operations

- Train and supervise Box Office staff; ensure they have the knowledge, skills and abilities to perform well in their role.
- Roster Box Office staff, ensuring staff levels are managed based on operational requirements and budget constraints; administer, verify and submit timesheets.
- Effectively manage and support Box Office staff in dealing with difficult and exceptional behaviours and circumstances.
- Ensure all Box Office staff provide exceptional customer service to audiences, hirers and external ticketing clients.
- Ensure all ticketing processes are completed accurately and efficiently across the Box Office department.
- Develop and manage service standards for excellent front-line service.
- Develop and maintain procedural and support documentation for Box Office related activity.
- Ensure all customer complaints are triaged and responded to in a timely fashion, authorising refunds or substitute tickets where needed to resolve customer issues.
- Ensure accurate financial records to ensure ticket revenue is accounted for and reconciled and oversee the daily banking process and end of season event settlements.

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Ticketing Systems Administration

- Create and build shows / seasons in the ticketing system ensuring pricing, holds and reporting are accurate according to Event ticketing sheets
- Provide exceptional ticketing services to event promoters including but not limited to comp requests, hold releases and opt in data requests,
- Contribute to the development of streamlined Box Office services to increase Box Office revenue.
- Troubleshoot technical problems, briefing the Senior Manager, Audience Insights and Ticketing and working with the vendor partners for a resolution.
- Oversee specialised VIP and Sponsor ticketing processes for the Development team events and any special requests from Venue Hirers.
- Undertake other duties or projects as reasonably requested and to meet operational requirements during peak demand.

Ticketing Reporting & Audience Support

- Support ticket sales reporting and attendance tracking activities.
- Assist with audience reporting and ticketing data quality activities.
- Provide sales and attendance information to internal stakeholders as required.
- Support the Senior Manager, Audience Insights & Ticketing with reporting requirements and other projects as requested.

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 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.

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SELECTION CRITERIA

Essential qualifications and experience

To be successful in this position, you will have experience in a similar role, a passion for the arts and thrive in a high-energy, innovative environment. Your experience will include:

- Demonstrated expertise and hands-on operating and system administration experience of CRM or computerised ticketing systems, such as ENTA.
- At least three years' experience managing a box office operation or similar.
- Demonstrated experience in developing, influencing, and maintaining professional relationships with internal and external stakeholders.
- Experience of working directly with the public, demonstrating excellent and responsive customer care and communication skills.
- Demonstrated ability to positively manage, motivate and support staff.
- Ability to adapt, make decisions and solve complex problems in a fast-paced environment.

Desirable qualifications and experience

- Experience using Microsoft 365
- Understanding of the dynamics of working for a performing arts organisation

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

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CAPABILITIES

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

Service culture	A people first attitude; considers others' perspectives in making decisions and providing consistent quality advice and service; offers solutions and strategies that best serve the stakeholder's needs.
Leading teams	Leads with values-in-action, integrity and emotional intelligence to support, develop, motivate, and guide the team to achieve successful outcomes, feel valued and wanting to do their best.
Analysis and problem solving	Analyses issues from diverse perspectives, draws sound inferences from information available and offers sustainable practical solutions.
Consulting and advice	Interprets needs and offers pragmatic and valued advice; ensures solutions are leading practice and sustainable; supports the achievement of outcomes for stakeholders.
Personal resilience	Maintains composure and focus under pressure; adapts to changing situations and recovers from setbacks.

DISCLAIMER

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.