TICKETING AND CRM MANAGER

About Us

Queensland's premier arts festival, Brisbane Festival lights up the city each September with extraordinary art, installations, and live performances from home and across the world. We are Boldy Brisbane – we reflect the diversity and unique voice of our river city. Our people make the impossible possible through passion, hard work, and care.

Position Summary

The Ticketing and CRM Manager is responsible for Brisbane Festival's ticketing platform and Customer Relationship Management systems, including website integration. The Ticketing and CRM Manager is instrumental in supporting the Festival's Programming, Marketing and Communications, and Development teams make data driven decisions, achieve their revenue targets, and provide excellent customer service. The role's duties are delivered over four phases: database building and advance planning; ticket builds and on sales; festival ticketing delivery, sales tracking and reporting; and wrap-up reporting.

Roles and Responsibilities

The Ticketing and CRM Manager's duties shall include, but shall not be exclusively restricted to the following:

Phase One: Database Building and Planning

- Building a database of pan-festival attendance, including restoring historical attendance data where possible, in accordance with the Brisbane Festival Privacy Policy;
- Uploading segmentation tagging from market research activities and surveys;
- Analysing ticket sales to identify market segments and trends by artform, genre and venue;
- Supplying prospect lists for donor solicitation campaigns;
- Devising pricing strategy and identifying packaging opportunities;
- Forecasting attendance and box office revenue by event

Phase Two: Ticket Builds and On Sales

- Preparing and submitting all event builds and liaising with ticketing agencies to put all festival shows on sale, including advance on sales, and events with tactical pre-sale and on-sale mechanics;
- Managing internal and external ticketing requirements for Festival productions including liaison with all third-party ticketing providers;
- Ensuring smooth integration between the festival's website and ticket issuing platforms;
- Advising on efficient methods for integrating sales links in digital promotions that minimise clicks to sale;
- Managing all customer-facing enquiries, either directly or by delegating to and supporting

members of the ticketing team;
• Leading creation and implementation of SOPs relating to customer experience and purchase pathways.

Phase Three: Festival Ticketing Delivery, Sales Tracking and Reporting
• Issuing complimentary and package tickets;
• Managing ticketing for Brisbane Festival VIP events, and support staff preparing seat plans and communications;
• Managing holds and ticket allocations, either directly or by delegating to and supporting members of the ticketing team;
• Collecting patron and order data from ticketing agents and venues on an ongoing basis and uploading into the CRM
• Tracking sales, preparing and distributing daily sales reports and weekly sales summaries with observations and recommending reactive sales strategies;
• Supplying prospect lists for direct marketing campaigns;
• Advising on strategies and tactics to maximise ticket sales;
• Managing onsite box office systems, including oversight of staffing and recruitment, rostering, training, and reporting;
• Ensuring exceptional customer service and customer experience;
• Supplying market research agencies with patron data in timely fashion.

Phase Four: Wrap-up Reporting
• Reconciling ticket sales;
• Preparing final attendance and box office revenue reports by event and overall;
• Collecting patron and order data from ticketing agents and venues following settlement and uploading into the CRM;
• Debriefing with internal and external stakeholders to provide recommendations for smoother workflows in future festivals;
• Recommending improvements to ticketing processes and policies.

Relevant Experience

Essential:

1. 5 years + experience in a Ticketing, Box Office or CRM Management role at a performing arts venue, Festival or similar arts organization,
2. Excellent attention to detail, written and verbal communication skills,
4. Proven ability to work in high-pressure environments and manage competing priorities, stakeholders and deadlines,
5. Proven ability to work independently and proactively as well as collaboratively with team

members of all levels.
6. Intermediate to advanced level competency using Microsoft 365 applications, including Excel.

Desirable:

1. Recent experience with QTIX and Ferve
2. First hand experience using Klaviyo or a similar CRM and digital marketing system.
3. First hand experience using DOMO.

Apply Now

Visit brisbanefestival.com.au/jobs to download the Position Description and submit your application. Applications close at 5:00pm on Monday 7 December 2026. Applications are strictly confidential.

Research shows that while men apply to jobs when they meet an average of 60% of the criteria, women and other marginalised folks tend to only apply when they check every box. So, if you think you have what it takes, but don't necessarily meet every single point above, please still get in touch. We would love to have a chat and see if you could be a great fit.

Brisbane Festival is an equal opportunity employer committed to diversity in the workplace. Our vision is to have a team which reflects the breadth and diversity of Brisbane's population. Aboriginal and Torres Strait Islander People, LGBTQIA+, culturally and linguistically diverse applicants and people with a disability are encouraged to apply.