



JOB SPECIFICATION

POSITION:	TICKETING & PRESENTER SERVICES MANAGER
REPORTS TO:	MARKETING & COMMUNICATIONS MANAGER
KEY RELATIONSHIPS: FINANCE	PROGRAM MANAGER, MARKETING & COMMUNICATIONS MANAGER, AND OFFICE MANAGER
DIRECT REPORTS:	EVENT PRODUCTION CREW, RISK MANAGEMENT CONSULTANT(S), PRODUCTION COORDINATOR, VICTORIA'S PRIDE PRODUCTION MANAGER, PRODUCTION ASSISTANTS (interns or secondments) & VOLUNTEER COORDINATOR, VOLUNTEERS WHERE APPLICABLE
LOCATION:	MIDSUMMA FESTIVAL OFFICE (Currently 158 City Road, Southbank VIC)
POSITION TYPE:	FULL-TIME FIXED TERM CONTRACT
LAST UPDATED:	June 2024
APPLICATION DEADLINE:	SUBMIT YOUR APPLICATION BY 5 PM, MONDAY 8 JULY 2024

Midsumma

Based in Victoria, Midsumma Festival Inc. (Midsumma) is Australia's premier LGBTQIA+ arts and cultural organisation, for and by communities that share experiences around diverse gender and sexuality (DGS).

We are a **champion** of LGBTQIA+ cultures, conversations and events. We promote, develop and celebrate LGBTQIA+ **arts and culture**. We are **the intersection between** people, creative ideas, stories and experiences – a focal point for connections and **belonging**. We **strengthen our communities' cultural voices and broaden our allies' language**. We **create** inclusive **safe** cultural and social **spaces** and platforms for shared experience in a world that often underrepresents us. We **increase visibility** and **amplify voices** that might otherwise not be seen or heard.

With strategic focuses that include intersectional communities such as First Nations, disability, culturally and linguistically diverse communities, diverse families, and seniors, Midsumma engages with broad communities across all age ranges, cultural demographics and identities – truly representing inclusion and diversity in all forms. Midsumma plays a vital role in the life of the various creative communities we regularly engage in.

Although the primary three-week festival is held in summer each year, Midsumma works year-round to provide artists and culture-makers with support and development opportunities to create, present, promote their work and develop sustainable arts careers.

Midsumma is recognised nationally as one of Australia's largest LGBTQIA+ arts presenters, our annual festival features more than 220 events each year in over 100 different venues across Naarm/Melbourne and wider Victoria, to audiences of 300,000 each year. The Midsumma Festival program is a combination of open-access registered events and curated events.

Midsumma brings a diverse mix of artists, performers, communities, and audiences together for innovative presentations of queer arts and culture. The diverse annual festival program comprises various events and activities, including visual art, theatre, spoken word, cabaret, film, live music, large free outdoor community events, parties, social events and public forums.

Midsumma Festival 2025 Dates – Sunday 19 January to Sunday 9 February.

Job Summary

This role has responsibility for all aspects of ticketing and associated presenter services support for Midsumma, ensuring events are planned and executed with all ticket types, sales, remittances, and event reconciliations for the festival program, with an estimated 80 ticketed events. The role is responsible for building and managing an external web interface for ticket sales (Red61), ensuring the smooth sale of tickets via phone and web, liaising with event producers, coordinating complimentary tickets across the festival and coordinating a modest box office for program launch and Midsumma Carnival as well as providing some additional support services for open access presenters.

The role's primary focus is ticketing and event data collection for reporting, with a secondary focus on the coordination capacity of Presenter Support Services for presenters and external producers. The role will be one of the primary contacts for Midsumma with external event producers and includes collecting and collating all statistical information from event producers, such as total attendances, etc., from all events within Midsumma Festival, whether ticketed or not.

The role best suits an outgoing, enthusiastic, and dedicated person with broad skills who can plan, coordinate, and deliver ticketing and producer services activities for Midsumma Festival. The role will require multitasking and showing initiative while maintaining a friendly demeanour with internal and external stakeholders.

In a full-time fixed-term contract role, flexibility exists around the days and hours that best execute the role's required needs at various times within the festival delivery cycle, where some nights and weekends are likely.

The role works across a broad range of office and event disciplines beyond the ticketing and event producer description above:

- Liaison with Midsumma senior managers, artists, venues and presenters/producers to ensure all required information to facilitate effective ticketing for events registered for the 2025 festival is available and collated.
- Coordination with venues that share ticket allocations (split ticketing) with Midsumma to balance allocations between venues and the festival.
- Coordinate ticketing for sponsors, marketing (promotional), and government representatives.
- Coordinate comp ticketing for Midsumma allocation for all shows.
- Identify poorly performing events and, if appropriate, suggest and assist with incentive ticketing initiatives.
- Provide regular sales reports and updates to senior managers.
- Liaison with external presenters to ensure delivery of required information to presenters and assist in the provision of presenter services as required, in close consultation with the Program Manager advance planning to identify implementation plans and where volunteer support can be appropriately and effectively implemented.
- Coordinate Producer services, workshops, and support initiatives and communications.

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- Coordinate passes for producers and participants for the festival.
 - Assist with proofing guide and website and offering feedback and advice to open-access event producers regarding their event marketing material to ensure the best festival for audiences.
 - Coordination of all event attendance data collection regardless of whether a ticketed or unticketed event within Midsumma (for report purposes).
 - Working with Midsumma's Finance and Administration Manager to ensure reconciliations are completed promptly and check all calculations for such reconciliations to ensure correct.

Key Working Relationships

The position is a crucial member of a small, committed Midsumma delivery team. It has key relationships with senior managers, especially with staff within the Marketing and Programming teams. It also has strong working relationships with interns and volunteers.

The role involves developing and maintaining positive relationships with a wide range of key Festival stakeholders, including local and interstate/international artists and arts companies, venues, presenting partners, stallholders, supporters, media representatives, and government agencies associated with all Festival activity, precinct partners, donors, corporate partners, and Festival sponsors.

Key Accountabilities

- Ensure that ticketing requirements are managed within agreed Midsumma policies and procedures.
- Ensure effective communication with open-access event producers regarding their involvement in the festival.
- Work closely with all Festival staff members to find holistic ways to identify and maximise cohesive opportunities for all elements of the Midsumma Festival Program.
- Be familiar with and adhere to all Midsumma Festival policies and procedures, including WHS requirements.
- Attend and participate in weekly operational staff meetings, be available for monthly Board meetings if required, and/or provide written reports as appropriate.
- Prepare a debrief report after the festival.
- Actively engage with diverse cultures and communities and assist Midsumma to maintain and further develop a national leadership position regarding broad arts access and inclusion.
- Ensure the proper collation of all relevant statistical information and trends and collation of all information and statistical data to assist with post-festival evaluations and acquittal reports.

PERSON SPECIFICATION

Key required competencies

- Previous experience in ticketing a multi-genre, multi-week Festival and proven knowledge of ticketing platforms.
- Excellent demonstrated communication skills (written and verbal).
- Proven knowledge and experience within the arts industry, particularly in festivals and events.
- Demonstrated attention to detail, commitment to accuracy, and ability to manage multiple tasks within agreed deadlines.
- Proficiency in MS Office, Cloud-based databases, and confident approach to learning and developing new systems and processes.
- A confident, warm and engaging personality.
- Demonstrated abilities in developing and maintaining networks.
- Negotiation skills and the ability to deal with difficult situations positively and constructively.
- Demonstrated respect and empathy for members of diverse communities, the arts, and particularly LGBTQIA+ communities.
- A collaborative, flexible working style and commitment to broad organisational values and objectives.

Employment Conditions:	<ul style="list-style-type: none"> • Salary range between 75K - 80K p.a. pro rata plus superannuation, depending on the experience of the applicant. Approx. 5-month fixed term contract to be negotiated depending upon applicants' availability (Approx. August or September 2024 start working through to mid-February 2025 inclusive) • The position will receive the pro rata equivalent of four weeks' annual leave and pro-rata 10 days sick/personal leave. • Due to the nature of festivals, working hours outside of core business operating times (evenings and weekends) will be required during the core festival delivery period and for limited lead-up events and functions. • The salary considers additional working hours during the festival delivery period and no overtime or penalties shall be payable. Time off in lieu may be negotiated at the discretion of the Chief Executive.
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Organisational Values

*We are a **champion** of diverse LGBTIQ cultures, conversations and events. We promote, develop and celebrate LGBTIQ+ **arts and culture**. We are **the intersection between** people, ideas, stories and experiences - a focal point for connections and **belonging**. We **strengthen our communities' cultural voices and broaden our allies' language**. We **create** inclusive, safe cultural and social spaces—platforms for shared experience in a world that often underrepresents us. We value diversity, and we embrace difference. We **increase visibility** and **amplify voices** that might otherwise not be seen or heard.*

OH&S Statement

Midsumma Festival is committed to providing and maintaining a safe and healthy working environment for all staff, volunteers, contractors and visitors. This commitment is in accordance with the organisation's values and the requirements of the various occupational health and safety Acts, associated regulations and codes of practice.