



POSITION DESCRIPTION

JOB SPECIFICATION

POSITION:	TICKETING & PRESENTER SERVICES MANAGER
REPORTS TO:	MARKETING & COMMUNICATIONS MANAGER
KEY RELATIONSHIPS:	PROGRAM MANAGER, MARKETING & COMMUNICATIONS MANAGER, FINANCE AND OFFICE MANAGER
DIRECT REPORTS:	INTERNS & VOLUNTEERS WHERE APPLICABLE
LOCATION :	MIDSUMMA FESTIVAL OFFICE
POSITION TYPE :	FIXED TERM CONTRACT
LAST UPDATED:	APRIL 2022

Midsumma

Midsumma Festival Inc (Midsumma), Melbourne's annual LGBTQIA+ Arts and Cultural Festival, is a celebration and showcase of arts and cultural events for and by members of the LGBTQIA+ artistic community. Midsumma Festival works year-round to provide artists with support and tools to create, present and promote their work with its primary activity an annual multi arts festival presented over 22 days over each January to February.

Midsumma is recognised nationally as one of Australia's largest LGBTQIA+ cultural events, featuring 180 + events each year with involvement by over 500 artists in over 90 different venues across Melbourne and wider Victoria to audiences of over 260,000 each year. The Midsumma Festival has been held annually since 1988 and has become a significant attraction on the State's and national festival calendar.

With a curated and open-access program, Midsumma Festival brings a diverse mix of artists, performers and audiences together under a single umbrella for a celebration and innovative presentation of queer arts and culture. The diverse festival program is made up of a wide range of events and activities including visual art, theatre, spoken word, cabaret, film, live music, parties, sport, social events and public forums.



Midsumma Festival 2023 Dates – Sunday 22 January to Sunday 12 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 for the festival program, with an estimated 100 ticketed events. The role is responsible for building and managing with an external web interface for ticket sales (Eventfinda), ensuring the smooth sale of tickets via phone and web, liaising with event producers, coordinating complimentary tickets across the festival and coordination of a modest box office for program launch and Midsumma Carnival as well as providing some additional support services for open access presenters.

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

The role is best suited for an outgoing, enthusiastic and dedicated person with broad skills to undertake the planning, coordination and delivery of ticketing and producer services activities for Midsumma Festival. The role will require the ability to multitask and show initiative, while maintaining a friendly demeanor with internal and external stakeholders.

A fulltime role, flexibility does exist around days and hours of best executing the required needs of the role at various times within the festival delivery cycle, where some night and weekend are likely. Initial part-time work may be possible moving to full time.

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 that all required information to facilitate effective ticketing for events registered for the 2023 festival is available and collated
- Coordination with venues that share ticket allocations with Midsumma, to balance allocations between venue and the Festival
- Coordination of ticketing for Sponsors, Marketing (bloggers) and Government representatives.
- Coordination of Midsumma's allocations of complimentary ticketing 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 Program Manager advance planning to identify implementation plans and identify where volunteer support can be appropriately and effectively implemented and working closely with the Volunteer Coordinator to maximise engagement from the volunteer community
- Co-ordinate Producer services; workshops, and support initiatives and communications
- Co-ordinate accreditation 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 quality festival for audiences



- Coordination of collection of all event attendance data regardless of whether a ticketed or unticketed event within Midsumma (for report purposes)
- Working with external Ticket provider (Eventfinda) to ensure reconciliations are completed in a timely fashion 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. With key relationships with senior managers, with working relationships with coordinators, 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 across 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 ways to identify and maximize cohesive opportunities for all elements of the Midsumma Festival Program in a holistic way
- Be familiar with and adhere to all Midsumma Festival policies and procedures including WHS requirements
- Attend and participate in weekly operational staff meetings and be available for monthly Board meetings if required and/or providing written reports as appropriate
- Prepare a debrief report at the conclusion of 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 (preferably in Melbourne)
- Excellent demonstrated communication skills (written and verbal)
- Proven knowledge and experience within the arts industry and in particular within the festivals and events area
- Demonstrated attention to detail, commitment to accuracy, and ability to manage multiple tasks within agreed deadlines
- Proficiency in MS Office, Cloudbased 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 in positive constructive ways
- Demonstrated respect and empathy for members of diverse communities, the arts, and in particular LGBTQIA+ communities
- A collaborative and flexible working style and commitment to broad organisational values and objectives.



Employment Conditions:	<ul style="list-style-type: none">• \$65k p.a. pro rata, Approx. 5-month fixed term contract (Approx. late Aug or early Sept 2022 until late-February 2023 inclusive), plus superannuation at 9.5%• 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 takes into account 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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Midsumma is an equal Opportunity Employer who values diversity in the workplace and encourages applications from persons and allies from and of our communities.