



The
Wheeler
Centre
Books
Writing
Ideas

POSITION DESCRIPTION: DATABASE AND TICKETING MANAGER

TERM: Full-time, two years (renewable)
REPORTS TO: Head of Digital and Marketing
SALARY RANGE: \$75,000 – \$80,000 + statutory superannuation

Who we are:

At the start of its second decade, the Wheeler Centre is at a point of transformation. With a new CEO and a new Strategic Plan, the Centre is dedicated to reimagining a post-Covid-19 arts and culture sector that prioritises access, inclusion and community.

The Wheeler Centre is Melbourne's home for smart and engaging public talks on every topic. It exists to nurture the development and celebration of literature in Melbourne and beyond, and to encourage broad public engagement in books, writing and ideas. Our vision is to inspire curiosity, connection and engagement through the transformative power of storytelling.

Stories, conversations and ideas come together on live and digital platforms to celebrate and amplify the myriad voices that celebrate our creative connections.

We will work together to achieve this through:

- Championing writers
- Supporting the writing sector
- Elevating public conversation
- Engaging audiences
- Exemplifying inclusion and accessibility
- Future-proofing our approach

About the role:

The Wheeler Centre is the sub-licensee in a Tessitura Consortium with RISING, and implemented the Tessitura database in 2019. This is a unique role for a Tessitura user, requiring you to be somewhat of an all-rounder and to be proficient in different areas of the database. A high level of Tessitura experience is essential, but if you don't have experience in all areas of the database, and can demonstrate your capability of learning different areas, we still want to hear from you. You will be supported in your learning, and will work closely with the Head of Digital and Marketing on database management.



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You are:

- A Tessitura expert, with significant high-level experience in the use of the CRM database, and;
- A strategic thinker, with experience developing and implementing ticketing and audience engagement systems and strategies;
- A data enthusiast, with experience in using data analytics to drive decision-making and strategic direction, and in building lists and databases;
- A marketing aficionado, who has experience in building and diversifying audiences;
- A good communicator, who can work with colleagues to embed the use of Tessitura and other systems across the organisation;
- A customer-service focused collaborator, who can work effectively and co-operatively within and across teams in the organisation as well as with external stakeholders, audience members and ticket holders,
- An agile, flexible worker who can respond to changing demands and priorities;
- An organised, systematic planner and multi-tasker who can juggle multiple priorities and projects and excels at time management.
- A team player, who can contribute to efficient and effective workflows within and between teams;

Day-to-day you will:

- Develop and implement the organisation's ticketing strategy;
- Be the organisation's champion for, and expert in, Tessitura, ticketing and database management;
- Manage relationships with Rising, Tessitura and other third-party providers (Wordfly/Windcave)
- Embed and build capacity in Tessitura use and knowledge across the organisation;
- Lead and manage the day-to-day ticketing work of the Centre, including building events, ticketing administration and customer service;
- Work closely with the Head of Digital and Marketing and the Marketing Manager to ensure that the strategic direction of the organisation is data-driven and informed;
- Develop and execute Tessitura Analytics projects and organisation reporting;
- Support the marketing team to communicate with TWC stakeholders, ticket bookers through an understanding of campaign architecture and list management;
- Support the development team to execute their work and achieve their goals;
- Work closely with the marketing team to build and diversify audiences, in line with the organisation's Strategic Plan and Equity Action Plan;
- Oversee and support the segmentation of the database for education, regional and project related work.
- Troubleshoot an issue that may arise or oversee a software upgrade or service pack release in conjunction with Rising.

Success looks like:

- Widespread and strategic use of Tessitura across the organisation;
- Clear and transparent ticketing strategies and systems;
- An increase in audience engagement and in the diversity of audiences;
- Decisions and strategies that are backed up by data and analytics;
- A highly-functioning and cohesive marketing team who work well with other teams in the organisation to develop and maintain clear, efficient workflows to achieve shared goals.



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How to apply:

Enquiries

Further information about the Wheeler Centre is available at wheelercentre.com. Confidential enquiries can be made to the incumbent Claire Flynn on 03 9094 7809. This role is readvertised, and if you thought about applying before, we'd encourage you to get in touch with Claire to talk about the role.

The Wheeler Centre is committed to access and inclusion, and to creating a team that reflects the diversity of the communities we serve. We encourage applicants who identify as First Nations, culturally and linguistically diverse, D/deaf, disabled, and LGBTIQ+. We encourage applicants who have previously faced barriers to working in the arts and cultural sectors and are committed to helping you overcome these barriers. If you require advice or support during the recruitment process, we would love to hear from you.

Submitting an Application

Applications should include:

- A cover letter outlining why you are the right candidate for this role and responding to the key attributes above
- A current CV, including the contact details of two professional referees
- Applications should not exceed six pages in length.

Application Format

- Applications should be addressed to Claire Flynn at the Wheeler Centre for Books, Writing and Ideas.
- Please combine your application into a single PDF document, with the filename "Last Name First Name – Database and Ticketing Manager".
- Applications should be submitted by email only to recruitment@wheelercentre.com.

Late applications will not be accepted.

Further information about the Wheeler Centre and the City of Literature initiative is available from <http://wheelercentre.com>

The closing date for applications is **Monday 13 September, 5.00pm**. We are keen to fill this role as soon as we can, and may talk to applicants before the closing date. We'd encourage you to get your application in early.