



## POSITION DESCRIPTION

<b>Position Title</b>	Box Office & Ticketing Officer
<b>Position Code</b>	7233
<b>Directorate</b>	Sustainability & Culture
<b>Work Group</b>	Wangaratta Performing Arts & Convention Centre
<b>Position Classification</b>	Band 5
<b>Effective Date</b>	April 2026

### Our Vision

The Rural City of Wangaratta prides itself on being a community that is connected, sustainable and contemporary. We provide our community with diverse opportunities to participate in the arts, sport and recreation, and in cultural events and programs to bring them together to connect and celebrate the great place in which we live. Our staff enjoy the regional lifestyle, and the benefits of a community situated within a gourmet food and wine region, with a wide range of outdoor adventure activities, and serviced by excellent education and health facilities. We live in a place where good things grow.

### Our Values

Our staff are our greatest asset. Our success comes from the everyday demonstration of our values, being:

- **Trust**, to have confidence in the character and competence of our work colleagues.
- **Respect**, to acknowledge all people as individuals with inherent worth and value.
- **Openness**, where we are frank, honest and accountable in our dealings.
- **Fairness**, so we treat colleagues and customers fairly and consistently.
- **Excellence**, to contribute to outstanding services, systems and relationships.
- **Enjoyment**, so we obtain personal satisfaction from our work and display our enjoyment in the workplace.

### 1. Position Objectives

**1.1** This position plays a key role in the successful delivery of ticketed performances, conferences and events at the Wangaratta Performing Arts & Convention Centre (WPACC).

**1.2** The Box Office & Ticketing Officer has primary responsibility for the ticketing systems, box office operations and performance hire ticketing administration, ensuring a high-quality, accurate and customer-focused ticketing experience.

**1.3** The role works closely with the Marketing & Engagement Officer, Venue Manager, technical staff and front-of-house teams to ensure smooth delivery of ticketed events and consistent customer service.

**1.4** 1.4 This position supports box office operations across WPACC and provides relief coverage as required.

## 2. Working Relationships

Reports to	WPACC Venue Manager
Supervises	No direct reports, but assists in coordination of front of house staff and volunteers

## 3. Key Responsibilities

### 3.1 Box Office & Ticketing Operations

**3.1.1** Manage day-to-day box office and ticketing system operations, ensuring accuracy, compliance and excellent customer service.

**3.1.2** Build and maintain performances and events within the ticketing system, including seating configurations, pricing, allocations, seat holds, and on-sale readiness.

**3.1.3** Coordinate and action all on-sale activities in line with agreed schedules, including online and counter sales.

**3.1.4** Ensure ticketing processes comply with the Live Performance Australia Ticketing Code of Practice and relevant privacy legislation.

**3.1.5** Provide training and escalation support to box office staff and assist in resolving customer or ticketing issues.

**3.1.6** Ensure procedures are in place for after-hours box office services to meet business needs.

### 3.2 Performance Hires & Hirer Support

**3.2.1** Act as the primary ticketing contact for performance hirers, providing guidance on ticketing set-ups, sales processes and reporting.

**3.2.2** Manage seat holds and ticket allocations in consultation with hirers and internal stakeholders.

**3.2.3** Prepare and distribute sales reports as required throughout the sales period.

**3.2.4** Complete and deliver box office reconciliations for hirers within contractual timeframes.

**3.2.5** Prepare and distribute comprehensive Supervisor briefs for staff delivering performances and events.

**3.2.6** In liaison with the Venue Manager, program hirer shows and provide availability with care and consideration of other performances currently booked, factoring in suitability of show, whilst communicating openly and respectfully with hirers.

### **3.3 Website & Digital Content (Ticketing Focus)**

**3.3.1** Maintain ticketing-related content on the WPACC website, including show listings and sales information.

**3.3.2** Ensure accuracy and consistency of ticketing information across website platforms and on-sale communications.

**3.3.3** Coordinate EDM campaigns and promotional initiatives in collaboration with the Venue Manager, Marketing & Engagement Officer and broader team.

**3.3.4** Assist with marketing, education and community enquiries when acting in relief for the Marketing & Engagement Officer.

### **3.4 Box Office Support**

**3.4.1** Provide hands-on box office service during peak periods, performances and events.

**3.4.2** Support booth operations, including after-hours ticketing requirements where necessary.

**3.4.3** In conjunction with the Function & Events Team Leader, assist with the coordination of Front of House and Box Office rosters delivering performances and events.

## **4. Core Physical Requirements**

**4.1** Capacity to undertake office-based activities including sitting at a desk and using a computer for extended periods.

**4.2** Capacity to, on occasion, lift items unspecified in weight within individual limits.

**4.3** Accurately read small print on tickets in order to verify correct date, time, event and seat location.

**4.4** Ability to stand for long periods of time.

**4.5** In an emergency, be capable of escorting patrons from the building – including those patrons who have impaired or limited mobility.

**4.6** Capacity to drive a motor vehicle.

**4.7** Ability to manage stairs easily for both training and evacuation purposes.

## **5. Accountability and Extent of Authority**

**5.1** Accountable for the accurate and compliant operation of ticketing systems within areas of responsibility.

**5.2** Responsible for maintaining a high-quality ticket purchase experience for WPACC customers.

**5.3** Accountable for identifying ticketing issues and escalating matters as required.

**5.4** Accountable for ensuring all events comply with all safety, legal and funding requirements.

**5.5** Accountable for the effective management of Council assets within the responsibilities of this role.

**5.6** Accountable for the provision of advice, guidance, assistance and information to staff, volunteers and the community in accordance with Council policies and procedures.

**5.7** Accountable for identifying and resolving potential problems and reporting them to more senior staff as they arise.

**5.8** This position is accountable to the Venue Manager for the efficient and effective operation and performance of the venue, ensuring that the Centre reaches its full potential and is utilised to its capacity.

## 6. Judgement and Decision Making

**6.1** This role is required to make decisions that relate to the day-to-day operation of the Wangaratta Performing Arts & Convention Centre.

**6.2** This role requires well developed judgement skills to creatively manage a diverse range of activities, ensuring that the venue is utilised to its best potential. Ability to think on your feet and develop creative solutions to problems at short notice is required.

**6.3** In situations where an issue is complex or has not been previously encountered the incumbent will be required to find a solution using problem solving skills with some creativity and originality.

**6.3** In some instances the situation may require seeking assistance external to the organisation.

**6.4** This role is required to exercise personal judgement in creatively managing a diverse range of activities and ensuring that the venue is effectively utilised by all user groups.

**6.5** Decisions are based on methods and procedures developed from theory or precedent and relevant to the industry.

**6.6** Ability to develop creative solutions to problems at short notice is required.

**6.7** Guidance and advice from the Venue Manager is usually available within the time required to make a choice.

## 7. Knowledge and Skills

### 7.1 Specialist Skills and Knowledge

**7.1.1** Demonstrated understanding of professional ticketing systems and associated backend functions including show builds, pricing structures, seating plans, holds, allocations and reporting.

**7.1.2** Proven ability to manage on-sale activities, including coordination of timelines, system readiness and customer communications.

**7.1.3** Strong knowledge and understanding of box office operations within a performing arts, events or entertainment environment.

**7.1.4** Understanding of Live Performance Australia Ticketing Code of Practice and privacy legislation governing customer data.

**7.1.5** High-level numerical accuracy and attention to detail, particularly in relation to financial reconciliations, reporting and cash handling.

**7.1.6** Experience supporting performance hirers, including ticketing set-ups, seat management, reporting and post-event reconciliation.

**7.1.7** Proficiency in Microsoft Office Suite, particularly Excel and Word, website back end and Venue Management software.

**7.1.8** Highly developed customer service expertise and ability to interact with a wide range of customers and patrons.

## **7.2 Management Skills**

**7.2.1** Ability to manage time effectively, set priorities and plan/organise one's own workload to achieve set objectives within available resources and required timeframes.

**7.2.2** Capacity to coordinate the tasks of other employees when required, ensuring work is completed efficiently and in line with operational needs.

**7.2.3** Ability to maintain accurate databases, program calendars and promotional schedules while responding to changing priorities.

**7.2.4** Understanding of and ability to apply personnel practices, including equal employment opportunity, occupational health and safety requirements, and principles of staff training and development.

**7.2.5** Ability to support safe work practices and contribute to a positive, inclusive and compliant environment for staff, volunteers and community users.

**7.2.6** Capacity to coordinate contractors, performers, hirers and staff in accordance with organisational procedures.

## 7.3 Interpersonal Skills

**7.3.1** Ability to gain cooperation and assistance from schools, volunteers, artists, community groups and other stakeholders in the delivery of well defined programs and activities.

**7.3.2** Clear and professional written communication skills, including the ability to prepare reports, external correspondence and digital content.

**7.3.3** Capacity to work cooperatively and effectively across teams and to provide box office support when required.

**7.3.4** Ability to interact with clients, members of the public and colleagues in a tactful, courteous and patient manner, including in challenging situations.

**7.3.5** Ability to discuss and resolve routine problems through communication, negotiation and adherence to established procedures.

## 8. Qualifications and Experience

### Essential

**8.1** Demonstrated experience in a box office, ticketing, arts administration or customer service role within a performing arts, events or entertainment environment.

**8.2** Proven experience using a computerised ticketing system (TicketSearch or similar).

**8.3** Experience providing high level customer service in a fast paced environment.

**8.4** Proven high-level skills and experience in office administration including skills in computer-based technologies; Microsoft Office Suite, Ticket Search (or other similar highly developed ticketing system), website backend experience, and Venue Management software.

**8.5** Strong organisational skills with the ability to manage multiple work streams concurrently.

**8.6** Current Working with Children Check, Driver's License and Police Check

## **Desirable**

**8.7** Tertiary qualification in arts administration, events management, business administration or a related field.

**8.8** Experience working within a local government or publicly funded performing arts venue or cultural organisation.

**8.9** Previous experience in Adobe Creative Suite and EDM Campaign systems.

**8.10** Experience preparing staff shift briefs, sales reports and post-event reconciliations.

## 9. Key Selection Criteria

- 9.1** Demonstrated experience administering ticketing systems, including show builds, on sales, allocations and reporting, within a performing arts or events environment.
- 9.2** Demonstrated experience and expertise with Microsoft Office Suite, and relevant experience in back-end of website, ticketing system and Venue Management software.
- 9.3** Proven ability to deliver excellent customer service and effectively manage ticketing related enquiries or issues.
- 9.4** Strong attention to detail with demonstrated experience in financial accuracy and reconciliation processes.
- 9.5** Well developed organisational and time management skills, with the ability to manage competing priorities and meet deadlines.
- 9.6** Strong written and verbal communication skills, including digital content and stakeholder communications.
- 9.7** Ability to work collaboratively as part of a small team and provide box office support when required.
- 9.8** Availability to work evenings and weekends as required.
- 9.9** Current Working with Children Check, Driver's License & Police Check.

**Authorised by: Director – Sustainability & Culture**

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**Date:**

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**Employee's Signature:**

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**Date:**

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