

Role Description

Ticketing Systems Specialist



Cluster	Department of Planning and Environment
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	Grade 2 Level 3
Kind of Employment	Enterprise Agreement- Temporary
ANZSCO Code	149212
PCAT Code	1139184
Role Number	W02090R02090 W02194R02194 W02275R02275
Date of Approval	31 October 2017
Agency Website	http://www.sydneyoperahouse.com

AGENCY OVERVIEW

The Sydney Opera House is an Executive Agency of the NSW Department of Planning & Environment. The Opera House is operated and maintained for the Government of NSW by the Sydney Opera House Trust, which is constituted as a body corporate under the Sydney Opera House Trust Act 1961.

The Sydney Opera House is an iconic Australian institution that embodies beauty, inspiration and the liberating power of art and ideas.

Our vision is to be as bold and inspiring as the Opera House itself.

Our mission is twofold:

- To treasure and renew the Opera House for future generations of artists, audiences and visitors; and
- To inspire, and strengthen the community, through everything we do.

PURPOSE OF THE ROLE

Ticketing Systems is a small, business critical team whose output enables all ticketing and associated transactions across Sydney Opera House channels. The purpose of the Ticketing Systems Specialist is to be the point of client liaison for presenter representatives and internal stakeholders, delivering end to end ticketing system programming of saleable products within the ticketing system and website. Provision of advice, strategic consultation on pricing and sales tactics and maintaining contract adherence around commercial and service expectations within a fast paced environment are key deliverables. The position also provides sales and revenue reporting and technical support to stakeholders and is integral in developing and maintaining new solutions and processes. The role is privy to highly sensitive commercial information and the programming of information into systems requires excellent attention to detail to prevent significant cost and reputational impacts.

KEY ACCOUNTABILITIES

- Provide client support and service, delivering advice on pricing and strategy and business solutions.
- Administer ticket build set up and online web event pages, accurately representing event product and pricing detail.
- Be a highly competent and specialist user of the Ticketing System and CRM system (Tessitura), the website CMS system (Adobe Experience Manager) and other systems and platforms used by the organisation throughout the event setup, consumer transaction, reporting and financial reconciliation process (such as EBMS) and other business systems.
- Work within established procedures and protocols in a time-pressured and deadline-driven environment, and to devise and implement new processes to meet changing business requirements.
- Build and maintain strong working relationships with presenters and stakeholders to deliver effective client service to event presenters and their representatives, delivering sales reports and troubleshooting technical and procedural issues.
- Drive improvement of processes and practices by participating in projects and improvement undertakings.
- As a market leader, provide advice to the local Tessitura community and in particular, the consortium of users Sydney Opera House is a part of.
- Maintain the integrity and confidentiality of sensitive information.

- Providing support to the Senior Ticketing Systems Specialist including training in the tourism solution.
- Support the department and organisation in meeting its mission and objectives.

KEY CHALLENGES

- Maintaining expert level system expertise across platforms used to deliver ticket sales and reconciliation.
- Understanding complex dynamics of industry relationships and dependencies including commercial imperatives through knowledge and implementation of contracts, fee schedules, approved agency relationships and corporate partnership alliances.
- Prioritise competing work priorities in a busy, dynamic environment.
- Complexity of technical dependencies to deliver expected services and required procedural changes to meet demand.
- Having an understanding of competition law as it relates to the confidentiality of information the role is privy to.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Ticketing Systems Manager & Team	To learn and perform ticketing system duties. Provide administrative support. Receive training and guidance on operations and imperatives in the essential work pipeline.
Ticketing Services Staff	To ensure effective performance of the Ticketing team through timely communication of information relating to build processes and event information and resolve product representation questions.
Event Operations Team	To ensure the accurate operational delivery of events and invoicing through effective sign off and consultation of box office settlement aspects.
Marketing Team	To prepare and manage website representations for events ensure the accurate representation, promotion and sale of ticketed product.
Finance Team	To ensure the effective reconciliation of financial activities.
Tours Team	In relation to tourism sales and guided tours set up and sales.
External	
Key Clients	Presenters both internal and external and their representatives
SOH Customers	To provide professional and comprehensive Ticketing services to all internal and external customers.

ROLE DIMENSIONS

Decision Making

The Ticketing Systems Specialist must uphold contractual parameters and commercial imperatives to deliver on organisational requirements. The Ticketing Systems team delivers accurate and efficient event builds on Tessitura and the website, within established frameworks and devises solutions for changing business requirements. As such the position has the capacity to make necessary decisions to keep the operations moving and to steer long term decision making in collaborations with senior members of the team.

Reporting Line

Ticketing Systems Manager

Direct Reports

Nil

ESSENTIAL REQUIREMENTS

- Client relationship experience and ability to develop and maintain sales and service solutions, troubleshoot complex issues and problem solve.
- Attention to detail and an ability to sustain focus over extended periods in the use and application of transactional online Content Management Systems (such as Adobe Experience Manager) and CRM software (such as Tessitura) and other systems used for reconciliation (such as Ungerboeck/Event Business Management System).
- Dependable written competency and demonstrated accuracy in data entry and the usage of business systems, processes and applications.
- Strong organisational skills and an ability to prioritise competing workloads to meet deadlines.





- Demonstrated experience in the accurate preparation of consumer product representation across sales channels and/or the preparation or administration of complex invoicing and financial reconciliation.
- Understanding and commitment to the principles of EEO and WHS
- Willingness to work outside of standard business hours, presently Tue – Sat 10:00am-6:30pm and subject to variation.
- Understanding and commitment to the principles of EEO and WHS

CAPABILITIES FOR THE ROLE

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability Summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Foundational
	Act with Integrity	Foundational
	Manage Self	Foundational
	Value Diversity	Foundational
 Relationships	Communicate Effectively	Foundational
	Commit to Customer Service	Intermediate
	Work Collaboratively	Foundational
	Influence and Negotiate	Foundational
 Results	Deliver Results	Foundational
	Plan and Prioritise	Foundational
	Think and Solve Problems	Foundational
	Demonstrate Accountability	Foundational
 Business Enablers	Finance	Foundational
	Technology	Foundational
	Procurement and Contract Management	Foundational
	Project Management	Foundational

Focus Capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Foundational	<ul style="list-style-type: none"> • Be open to new ideas and approaches • Offer own opinion, ask questions and make suggestions • Adapt well to new situations • Do not give up easily when problems arise • Stay calm in challenging situations
Personal Attributes Act with Integrity	Foundational	<ul style="list-style-type: none"> • Behave in an honest, ethical and professional way • Take opportunities to clarify understanding of ethical behaviour requirements

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> Identify and follow legislation, rules, policies, guidelines and codes of conduct that apply to your role Speak out against misconduct, illegal and inappropriate behaviour Report apparent conflicts of interest
Relationships Communicate Effectively	Foundational	<ul style="list-style-type: none"> Speak at the right pace and volume for varied audiences Allow others time to speak Display active listening Explain things clearly Be aware of own body language and facial expressions Write in a way that is logical and easy to follow
Relationships Commit to Customer Service	Intermediate	<ul style="list-style-type: none"> Support a culture of quality customer service in the organisation Demonstrate a thorough knowledge of the services provided and relay to customers Identify and respond quickly to customer needs Consider customer service requirements and develop solutions to meet needs Resolve complex customer issues and needs Co-operate across work areas to improve outcomes for customers
Relationships Work Collaboratively	Foundational	<ul style="list-style-type: none"> Work as a supportive and co-operative team member, share information and acknowledge others' efforts Respond to others who need clarification or guidance on the job Step in to help others when workloads are high Keep team and supervisor informed of work tasks
Results Demonstrate Accountability	Foundational	<ul style="list-style-type: none"> Take responsibility for own actions Be aware of delegations and act within authority levels Be aware of team goals and their impact on work tasks Follow safe work practices and take reasonable care of own and others health and safety Escalate issues when these are identified
Business Enablers Technology	Foundational	<ul style="list-style-type: none"> Display familiarity and confidence in the use of core office software applications or other technology used in role Understand the use of computers, telecommunications, audio-visual equipment or other technologies used by the organisation Understand information, communication and document control policies and systems, and security protocols Comply with policies on acceptable use of technology