

Position:	Ticketing Assistant	Reports to:	Ticketing Manager
Department:	Marketing	Status:	Full-Time
Term:	Ongoing	Direct Reports:	n/a

*Michael Cassel Group produces and presents world-class musical and theatrical productions. Our reputation for marrying artistic excellence and commercial savvy has positioned Michael Cassel Group as one of the world's leading theatrical producers. Through our continued successes, we are expanding the business' interests to include investment, acquisition, and creation of new theatrical intellectual property in Australia, Broadway and on the West End.*

*We are looking for an impressive **Ticketing Assistant** who is directly responsible for supporting the Ticketing Manager in maximising ticket sales on all theatrical productions.*

### KEY RESPONSIBILITIES

- Ensure pricing decisions and methodologies for all ticketed offerings are followed & implemented effectively and efficiently in accordance with set ticketing goals and targets.
- Assist in the collection of data for analysis, reporting and implementation of yield management techniques for all ticketed offerings.
- Inform the Ticketing Manager and Producers about issues, potential problems, or trends.
- Proactively solicit and cultivate strategies to increase sales, working to set goals and targets for each production and ticketed event.
- Work always to optimise revenue potential.
- Manage sellable inventory & holds to ensure all seats are available for sale.
- Closely work to the release schedule for initial inventory roll out, including any appropriate pre-sales and priority offers in collaboration with the marketing team.
- Assist the Ticketing Manager on event builds including pricing, build maps, revenue estimates & hold placements.
- Report on daily and advance ticket sales and the performance of all sources of sales, as well as identifying any issues, potential problems, or trends.
- Contribute as required to assist in the monitoring or placement of sales and marketing campaigns and initiatives.
- Provide on-site attendance at the Theatre and Box Office as required where required e.g., Opening Nights.
- Coordinate house seats as required between MCG and box office.
- Work to prevent and manage secondary and re-sale market activity.
- Other duties as required.

### ENVIRONMENT

- Work collaboratively with internal and external stakeholders;
- Meet with internal stakeholders on a regular basis;
- Work collaboratively and willingly in a small team that is "all hands-on deck".
- Work to Company's policies.
- Reflect the Company's culture and brand with external partners and stakeholders by functioning in a manner which is collaborative, contemporary, innovative, ambitious and, importantly, fair.

Requirements	Capabilities and competencies
<ul style="list-style-type: none"> <li>• Minimum 2 years successful experience in sales and ticketing.</li> <li>• Demonstrated success in improving ticket sales and revenue potential.</li> <li>• A firm understanding of ticketing sales and the broader market.</li> <li>• Must be proficient in Microsoft Office, especially Microsoft Excel.</li> <li>• Strong understanding of ticketing terminology/principles and entertainment ticketing systems.</li> </ul>	<ul style="list-style-type: none"> <li>• Superior written, verbal communication and presentation skills.</li> <li>• Meticulous attention to detail.</li> <li>• Solutions focussed approach to problem solving.</li> <li>• Superior organisational and negotiation skills.</li> <li>• Can-do attitude and willingness to roll-up-sleeves and do whatever it takes to get the job done.</li> <li>• Ability to work well under pressure in a fast-paced, ever-changing environment.</li> <li>• Highest integrity in professional and personal life.</li> </ul>

The position description is not an exhaustive list and may change from time to time to meet the changing needs of the Company.

This Ticketing Assistant role is based in **Sydney**.

**Applications close Monday 21 June 2021.**

Applicants are required to submit the following information to [recruitment@michaelcassel.com](mailto:recruitment@michaelcassel.com)

- Current Resume;
- Cover Letter including your notable achievements in a similar role; and
- Contact details for 2 referees.