



**POSITION:** Ticketing Coordinator - Media

**LOCATION:** Adelaide Fringe

**TERM:** Full Time mid-term contract (38 Hours per week)

**START DATE:** 6 December 2021

**END DATE:** 27 March 2022

**REPORTS TO:** Ticketing Manager and Senior Ticketing Coordinators

**SALARY:** \$52,000 per annum, pro rata, plus 10.00% superannuation

## ORGANISATIONAL CONTEXT

Adelaide Fringe is an annual open-access arts festival run over four weeks in Adelaide, South Australia during February and March. It is one of the largest, most popular and diverse arts festivals in Australia. Thousands of artists from around Australia and across the globe participate alongside home-grown talent, in art forms spanning cabaret, comedy, circus & physical theatre, dance, film, theatre, music, visual art & design.

Adelaide Fringe 2022 runs from Friday 18 February – Sunday 20 March 2022.

## POSITION SUMMARY

The Media Ticketing Coordinator is responsible for coordinating and processing tickets that allow accredited media to attend and review Adelaide Fringe registered events.

As part of the Ticketing department, the Media Ticketing Coordinator is responsible for the coordination of media accreditation and ticketing for Adelaide Fringe, fielding general media inquiries regarding accreditation and ticketing, assisting with the ongoing maintenance of the media database, issuing tickets, media passes and monitoring the publication of reviews.

The position will work alongside the marketing and publicity team during the media registration and accreditation period and work under the direction of the Ticketing Management team. The position requires constant liaison with Adelaide Fringe staff, artists, and with local, national and international media.

The role would be suited to someone with strong attention to detail, a person with excellent organisational skills and the ability to juggle multiple tasks with competing priorities. The role is an administration role within the Ticketing department and is suited to someone wanting to build their networks within the media industry within South Australia.



## ORGANISATIONAL RELATIONSHIP

**Reports to:** Senior Ticketing Coordinators and Ticketing Manager

**Department:** Digital, Marketing and Ticketing

**Supervises:** Media Ticketing Assistant, volunteers

**Internal Liaisons:** Head of Marketing, Ticketing and Digital, Director & CEO, Head of Operations, Artist Ticketing Coordinators, Publicist, Marketing and Communications Manager, Head of Programs and Development, Artist and Venue Manager and other Adelaide Fringe staff as required.

**External Liaisons:** Publicity agency, local, national and international media (television, print and radio) and Adelaide Fringe registered artists and contacts.

## KEY RESPONSIBILITIES

- Coordinate the Fringe media accreditation process
- In consultation with Fringe Publicity Agency and Publicist create, maintain and manage the media accreditation database and circulate to all Adelaide Fringe registered events
- Update media contacts for the Media Contact List (resource for Adelaide Fringe registered artists)
- Manage the Media Ticket Offer within Red61 to ensure that only the correct events and performances are available to accredited Media Reviewers
- Conversion of requests for Media Review tickets into bookings utilising the Red61 ticketing platform and Media Microsite
- Coordinate all Adelaide Fringe accredited media ticketing requests/allocations and maintain accurate records of media attendance at all ticketed events
- Field general media enquiries and attend to ongoing media accreditation queries, ticket requests and credential production
- Monitor and track media reviews for artists which may involve contacting media to follow up
- Assist Adelaide Fringe registered Artists with displaying their reviews within the AVR portal onto their event page
- Ongoing and effective liaison with Adelaide Fringe artists (both directly and through the Artist Services & Ticketing team) and members of the media
- Assist in maintaining the media section of the Adelaide Fringe website - including the media microsite
- Assist in the coordination of media attendance to all Adelaide Fringe events and launches
- Assist the publicity team with all Adelaide Fringe media calls, press conferences, interviews and photo shoots, wherever necessary
- Assist the publicist in the compilation and timely delivery of a post-event media audit
- Observe and follow all Work, Health and Safety regulations and safe working practices
- Whilst this position description summarises the purpose of the role and lists its key tasks, it is not a definitive list of all the tasks to be undertaken. Tasks can vary from time to time at the discretion of your Manager. To deliver services effectively, a degree of flexibility is needed and the employee may be required to perform work not specifically referred to above.



## ESSENTIAL CRITERIA

- Experience in publicity, public relations, communications and/or marketing, preferably within an arts and/or festival context
- Proven experience in record keeping and managing database content
- Adelaide Fringe is committed to the safety and wellbeing of all stakeholders, including our staff, artists and customers. Individuals are encouraged to obtain a vaccination as soon as they are able to do so as a means of reducing risk to themselves, others in the workplace and the community and are advised that if SA Health/SA Government mandate vaccination for employees in our industry, Adelaide Fringe will comply.

## DESIRABLE CRITERIA

- Experience with using the ticketing software Red61, or similar, would be an advantage
- Good understanding of publicity, public relations, media and/or marketing principles
- Demonstrated experience with Microsoft Office applications including Word and Outlook, with a particular working knowledge of Microsoft Excel
- A tertiary qualification in Event Management, Public Relations, Marketing, Communications or a related field would be highly regarded

## PERSONAL ATTRIBUTES

- Outstanding communication skills with the ability to liaise interact and communicate effectively and easily with a broad range of people, both internal and external to the organisation, in a professional and ethical manner
- A positive and enthusiastic attitude with a commitment to the arts
- High level organisational, time management, strategic planning and problem solving skills
- Ability to work effectively as a team player as well as independently
- High level of attention to detail
- Self-reliant and self-motivated
- Creative, lateral thinking and flexible approach
- Ability to manage complex tasks and cope with high pressure situations and competing deadlines
- Patient, amiable and good humoured