

## BIENNALE OF SYDNEY

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The Biennale of Sydney acknowledges the Traditional Owners of Country, in particular the Gadigal people on whose land the Biennale of Sydney is located. We recognise their continuing connection to land, waters and culture and pay our respect to Elders, past, present and emerging.

The Biennale of Sydney is one of the leading international contemporary art events. It plays an indispensable role in Australia's engagement with the world, and a meaningful role in the life of the nation. The Biennale presents the most dynamic contemporary art from around the globe in venues across Sydney with exhibitions that ignite and surprise people, sparking dialogue, cultivating connections and inspiring action through meaningful, shared arts experiences. The Biennale of Sydney amplifies the voices of artists and tell the stories of our global communities, as they drive momentum for lasting cultural change.

Established in 1973, it is the third oldest biennial in the world after Venice and São Paulo and the largest exhibition of its kind in Australia. The Biennale of Sydney has commissioned and presented exceptional works of art by more than 1,900 national and international artists from more than 100 countries.

## WORKING FOR THE BIENNALE OF SYDNEY

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The Biennale of Sydney fosters a collaborative and respectful workplace culture, with a team as diverse as the exhibitions we present and the audiences who experience them. We actively encourage Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, LGBTQIA+ people, people with disability and those who have diverse experiences of our world to join the Biennale of Sydney team.

We are committed to making reasonable adjustments to provide a positive, barrier-free recruitment process and supportive workplace. If you are applying for a position and have support or access requirements, let us know in your application or by contacting the nominated person in the advertisement.

We also support a flexible working environment at the Biennale of Sydney and are happy to discuss how this role could be done flexibly. There is no 'one size fits all' approach to flexible working, including time commitments. We can work with you to rethink where, when and how your work can be done.

The Biennale of Sydney believes that art should be accessible to all. Thanks to our generous supporters, our exhibitions are presented with free admission for all to enjoy. For our employees, we provide professional development opportunities to enrich and develop your love of the arts while valuing the specific skills and experiences you bring to the Biennale of Sydney. As a not-for-profit organisation, we also offer salary packaging options.

## APPLYING FOR THE ROLE

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Applications marked 'Confidential' and addressing the selection criteria must be received by 5pm on **Wednesday 7 December 2022**.

Your application must include:

- a cover letter outlining how you meet the selection criteria;
- a current CV; and
- the names and daytime contacts of at least two (2) professional referees.

Email to: [employment@biennaleofsydney.com.au](mailto:employment@biennaleofsydney.com.au)

Subject line: Application | CRM & Ticketing Manager

Or via post, marked 'Confidential' to:

**Federico Bornatici**

Biennale of Sydney

Level 4 The Arts Exchange

10 Hickson Road

The Rocks NSW 2000

***Applications that do not address the selection criteria will not be considered.***

## ROLE STATEMENT

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<b>Position Title:</b>	CRM & Ticketing Manager
<b>Department:</b>	Corporate Services
<b>Reporting to:</b>	Head of Corporate Services
<b>Contract term:</b>	Flexible (part-time or full-time) fixed-term contract position until 31 December 2024 (with the possibility of extension)

## POSITION DESCRIPTION

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The CRM & Ticketing Manager is responsible for managing the Biennale of Sydney's Customer Relationship Management system, Tessitura. The role will maximise the functionality of Tessitura and its applications to ensure strategic aims for the organisation are met. The Biennale uses the system across all departments to manage stakeholder relationships, enhance audience engagement, increase revenue, sell tickets and extend organisational reach.

The CRM & Ticketing Manager coordinates the Biennale of Sydney's ticketing systems and manages, maintains and optimises the Customer Relationship Management database. This role works collegially across the organisation, and analyses data to offer insights that leverage the breadth of Tessitura's reporting capacity.

The position reports to the Head of Corporate Services and is responsible to the CEO.

See over for Duties and Responsibilities.

## SELECTION CRITERIA

Based on an application addressing the Essential Criteria, Curriculum Vitae and, for selected candidates, an interview and references, the Biennale of Sydney needs to be satisfied that the applicant meets the following criteria:

<b>Selection Criteria</b>	<ul style="list-style-type: none"> <li>• Experience in a similar role working with Tessitura</li> <li>• Extensive knowledge of Tessitura's capabilities and applying them to the Biennale strategy across all departments</li> <li>• Experience in CRM segmentation, list generation and SQL scripting</li> <li>• Experience in TNEW</li> <li>• Highly organised and impeccable attention to detail</li> <li>• Excellent analytical and report writing skills</li> <li>• High levels of discretion and ability to handle sensitive information</li> <li>• Ability to build positive relationships with diverse personalities across positions and departments</li> </ul>
<b>Desirable Criteria</b>	<ul style="list-style-type: none"> <li>• Experience with other CMS systems</li> <li>• Understanding of ticketing and registration procedures</li> </ul>

## DUTIES AND RESPONSIBILITIES

<b>Customer Relationship Management</b>	<ul style="list-style-type: none"> <li>• Overseeing the implementation of the Biennale's Customer Relationship Management System (Tessitura)</li> <li>• Reviewing, developing and maintaining record-keeping systems for all individual and institutional donors, funders and prospects</li> <li>• Writing, implementing and maintaining internal CRM protocols and maintaining CRM security</li> <li>• Acting as primary contact to Biennale of Sydney staff for all Tessitura-related enquiries and ensuring that all staff follow database best practices and understand resources/tools available in Tessitura</li> <li>• Overseeing customisation and maintenance of the database and facilitating system upgrades</li> <li>• Compiling weekly analytic reports and prospect lists and providing research, data, and strategic recommendations to optimise the success of fundraising efforts</li> <li>• Customising reporting to meet the needs of development, marketing, education, programming, finance, production and CEO</li> <li>• Compiling in-depth profiles on current and prospective donors</li> <li>• Supporting the Development team to optimise patron plans, fundraising campaigns and events (including efficiency) driven through Tessitura</li> <li>• Collaborating with the Development and Communications teams on marketing and fundraising campaigns</li> <li>• Acting as the Biennale's primary representative in the broader Tessitura network and developing relationships with other representatives and users to source solutions and find new ways to do business</li> <li>• Work with the Communications team to compile and organise lists for e-newsletters and invitations</li> </ul>
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# biennaleofsydney

<b>Sales and Ticketing</b>	<ul style="list-style-type: none"><li>• Overseeing TNEW in the Biennale of Sydney's website with the support of the Communications team</li><li>• Overseeing the build of sales functions in Tessitura for events, registrations and merchandise</li><li>• Coordinating and implementing the ticketing needs of all departments including seat allocation with the support of the Box Office Manager</li><li>• Overseeing exhibition registrations with the Box Office Manager and Production team including the set-up of an on-site Box Office</li><li>• Assessing and refining ticketing systems</li><li>• Analysing sales and audience insights to improve ticketing systems</li><li>• Compiling regular reporting on events, sales, donations and inventory for all departments</li></ul>
<b>Other Duties</b>	<ul style="list-style-type: none"><li>• Assisting with onsite roles during each exhibition period, as required by the staff roster</li></ul>
<b>Work, Health and Safety (WHS)</b>	<ul style="list-style-type: none"><li>• All staff are required to take reasonable care of their health and safety and other personnel (including volunteers and interns) who may be affected by their conduct.</li><li>• Participate in WH&amp;S Committee meetings, as required.</li></ul>
<b>Key Performance Indicators</b>	<ul style="list-style-type: none"><li>• Maintains and applies the CRM according to the organisation's strategy</li><li>• Implements a successful registration and ticketing strategy to meet the needs of the organisation</li><li>• Supports all departments to best utilise the CRM to meet overall goals</li><li>• Demonstrates positive working relationships with all departments of the Biennale of Sydney</li></ul>