

ROLE STATEMENT

Position Title: Data and Digital Specialist
Department: Communications
Reporting to: Head of Communications
Contract term: Full-time
Remuneration: \$85,000 - \$90,000 plus superannuation

POSITION DESCRIPTION

The Biennale of Sydney is seeking an experienced and detail-oriented Data and Digital Specialist to lead the organisation's audience data system, ticketing infrastructure, digital communications platforms, and reporting functions in support of the 26th Biennale of Sydney (2028) and ongoing organisational activity.

The Data and Digital Specialist is responsible for the administration, optimisation and day-to-day management of the Biennale's Customer Relationship Management (CRM) platform, Tessitura, and associated digital platforms including Wordfly, the Biennale website, and other audience-facing systems as required, as well as the efficient integration of platforms including Xero and Windcave. The role leads the implementation and maintenance of event builds, invitations, and visitation reporting within Tessitura and supports organisational reporting, audience insights and acquittal requirements.

Working collaboratively across all departments, the Data and Digital Specialist provides systems support, reporting and training to ensure accurate audience data, effective digital communications, and high-quality visitor information and experiences. The position will lead Tessitura program builds and ticketing system implementation in collaboration with Ticketing Coordinators and other staff as required.

The successful candidate will be highly organised, analytical and solutions-focused, with strong technical skills and the ability to work effectively across multiple projects and stakeholders in a dynamic festival environment.

The successful candidate will be part of a highly motivated team of specialist staff; delivering one of the world's leading contemporary visual arts events.

This role reports to the Head of Communications and is responsible to the CEO.

DUTIES AND RESPONSIBILITIES

CRM, Data and Systems Management	• Serve as the primary administrator of the Biennale of Sydney's CRM platform, Tessitura. • Lead the build, configuration and maintenance of events, invitations, ticketing products and audience and stakeholder data structures within Tessitura. • Coordinate Tessitura program builds in collaboration with Ticketing Coordinators and relevant departments. • Maintain CRM data integrity, user permissions, security protocols and system documentation. • Provide day-to-day support and training to staff using Tessitura and associated systems. • Coordinate system upgrades, testing and troubleshooting with external providers and internal stakeholders.
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	• Develop and maintain organisational reporting processes and dashboards. • Generate audience, visitation, ticketing and stakeholder reports for departments across the organisation. • Support accurate reconciliation and reporting of attendance and registration data.
Digital Platforms	• Manage and maintain the integration between Tessitura and Wordfly. • Act as the primary organisational contact for Wordfly administration, list management and campaign support. • Manage audience segmentation and invitation processes for large scale events including opening week under the guidance of the Head of Development. • Maintain and coordinate updates to the Biennale website, ensuring information is accurate, current and aligned with organisational requirements. • Support the management and optimisation of additional digital platforms as adopted by the organisation, including Windcave. • Collaborate with the Communications team to ensure effective integration between audience data, ticketing systems, and digital communications.
Reporting, Evaluation and Audience Insights	• Lead the collection, management and analysis of visitation data across all Biennale venues and programs. • Coordinate audience survey programs, including survey deployment, data collection and reporting. • Prepare regular audience, visitation and engagement reports for internal stakeholders. • Provide audience and participation data to support organisational evaluation and impact measurement. • Maintain accurate records and reporting systems to support compliance and organisational accountability.
Ticketing and Visitor Information	• Ensure the efficient delivery of ticketing and registration systems for Biennale events and public programs. • Support Ticketing Coordinators and relevant staff with system administration and troubleshooting. • Work closely with Visitor Services, Production, Programs, and Communications teams to ensure accurate ticketing and visitor information. • Assist with the management of complimentary ticket allocations, registrations and guest lists as required. • Monitor attendance tracking and reporting throughout Biennale delivery periods.
Other Duties	• Provide support for onsite operations during exhibition and event periods as required. • Undertake other duties consistent with the level and responsibilities of the position.
Work, Health and Safety (WHS)	• All staff are required to take reasonable care of their own health and safety and that of other personnel (including volunteers and interns) who may be affected by their conduct. • Participate in WH&S Committee meetings, as required.

Key Performance Indicators	• Tessitura and associated digital systems are maintained accurately and effectively to support organisational operations. • Event, registration and ticketing builds are delivered accurately and on schedule. • Accurate visitation, audience and stakeholder reports are delivered in a timely manner. • Funding, acquittal and evaluation reporting requirements are met. • Website and digital communications systems are maintained effectively and support organisational objectives. • Staff receive timely and effective support in the use of CRM and digital systems including Windcave. • Positive and collaborative working relationships are maintained across all departments.
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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:

Essential Criteria	• Demonstrated experience administering CRM and database systems, preferably Tessitura. • Experience managing ticketing, registration or audience management systems. • Experience managing digital communications platforms, preferably Wordfly or similar email marketing systems. • Experience managing website integration and working with content management systems (CMS) including supporting Google Analytics implementation. • Analytical, reporting, and data management skills, including the ability to produce accurate reports and audience insights. • Excellent computer literacy, including Microsoft Office Suite and database reporting tools. • Excellent written and verbal communication skills. • Highly organised with strong attention to detail and the ability to manage multiple competing priorities. • Demonstrated ability to work collaboratively across teams and support a broad range of stakeholders. • Ability to exercise discretion and maintain confidentiality when handling sensitive information. • Right to work in Australia.
Desirable Criteria	• Experience working with Wordfly and Tessitura integrations. • Experience managing audience surveys and evaluation programs. • Experience preparing reports for government agencies, funding bodies and organisational acquittals. • Experience working in the arts, cultural, not-for-profit or festival sectors. • Understanding of ticketing operations and visitor services. • An interest in, and commitment to, the work of the Biennale of Sydney and its organisational values.

BIENNALE OF SYDNEY

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

The Biennale of Sydney is home to a collaborative, respectful and values-driven team, united by a shared belief that contemporary art should be accessible to everyone. Together, we deliver one of the world's leading contemporary art events while fostering an inclusive workplace where different perspectives, experiences and ideas are welcomed and valued.

We actively encourage applications from Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, LGBTQIA+ people, people with disability, and people with diverse lived experiences.

We are committed to making reasonable adjustments throughout the recruitment process and in the workplace to ensure an accessible and supportive experience. If you have support or access requirements, please let us know in your application or by contacting the nominated person in the advertisement.

BENEFITS AT THE BIENNALE OF SYDNEY

Alongside meaningful work, we offer a range of benefits designed to support your wellbeing, professional growth and work-life balance, such as:

- **End-of-year paid office closure.** Take a well-earned break over the festive period without using your annual leave.
- **Hybrid working that actually works.** During the non-exhibition delivery period, two company-wide office days (Tuesday and Thursday), one team day agreed with your manager, and the rest of the week you can work from wherever you're most productive.
- **Meaningful work.** Help create free, world-class contemporary art experiences that inspire hundreds of thousands of visitors.
- **An incredible international network.** Build relationships with leading artists, curators, cultural organisations and creative partners from around the world.
- **Professional development.** We invest in your growth through learning opportunities, mentoring, industry events and staff development initiatives.
- **Access to art and culture.** Enjoy complimentary tickets to Biennale events and exclusive opportunities through our network of cultural partners.
- **Salary packaging.** Maximise your take-home pay through not-for-profit salary packaging.

- **A genuinely supportive team.** Join a collaborative workplace where your ideas are valued and you'll be supported to do your best work.
- **Be part of something extraordinary.** Join the team behind one of the world's leading contemporary art events.

APPLYING FOR THE ROLE

Applications marked 'Confidential' in the subject line of the email and addressing the selection criteria must be received by Friday 27 November at 5:00pm. Applications will be reviewed as they are submitted and an appointment may take place prior to the application close date.

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

Subject line: Application | Data and Digital Specialist

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