

Position Description and Key Performance Indicators

Position : Ticketing Manager

Position Description:

The Ticketing Manager supports all Fringe ticketing, including online, in-person, and phone sales, daily reconciliations, artists' ticketing enquiries, FOH staff/volunteers, and all complimentary ticketing, including festival judges and support with the Festival lead event delivery.

Our Ticketing Manager will work closely with our Operations Manager to train and schedule all Ticket Coordination and FOH volunteers. NZ Fringe uses Red61 for ticketing, and you will be working closely with their team when required to ensure smooth delivery of services for both our artists, audiences and venues.

The Ticketing Manager also works as the Volunteer Manager for NZ Fringe and CubaDupa, supporting the volunteers across the festivals. This includes recruitment, scheduling and onsite support. CubaDupa is on the 29th and 30th of March 2025.

This role will start the new year with 3 weeks at 30 hours per week, before becoming a 40-hour full-time role during festival delivery. These hours may vary during festival delivery, box office, and performance hours.

Extent of Contract:

Contract from 5/1/2026 to the 10/4/2026 for a total of 470 hours.

The hourly rate for this roles is \$31.25 for a total contract of \$14,675.00.

This contract excludes our shut down period for the Christmas Break 22nd December 2025 - 02 January 2026

Reports to:	Operations Manager
Consults With:	Operations Manager , Chief Executive, Marketing Director, Artist & Venue Manager , CubaDupa Festival Team
Manages:	Ticketing Manager , Box office Team , Volunteers

Key Relationships and Partnerships:

Creative Capital Arts Trust (CCAT), Chief Executive and Trust Board, Artists, Venues, Suppliers, Patrons & Volunteers.

SKILLS REQUIRED:

1. Excellent understanding of festival registration, ticketing, and volunteer management platforms.
2. Strong administrative, organisational, and scheduling skills with high attention to detail and accuracy.
3. Proven ability to recruit, screen, and place volunteers effectively across diverse festival roles.
4. Excellent written and verbal communication skills for engaging volunteers, artists, and stakeholders.
5. Skilled in using software such as Word, Excel, Xero, Airtable, Outlook, Google Drive, and budgeting tools.
6. Ability to manage time effectively, prioritise tasks, and work calmly under pressure in a fast-paced environment.
7. Creative and strategic thinker capable of working independently and solving problems as they arise.
8. Experience coordinating public-facing operations, such as Info Points, with a strong customer service focus.
9. Understanding of marketing and promotional processes, including preparing volunteer-related content.
10. Positive attitude, collaborative approach, and commitment to supporting a strong, inclusive team culture.

Ticketing Manager Position Description and Key Performance Indicators			
Workstream	Functions and Responsibilities	Fringe Ticketing Manager	Measures of Success
Special Projects	Assist with Fringe events	Responsible	Helping to host and inform artists.
	Help set up and staff festival events including Opening Showcase and Fringe Awards	Responsible	
Reporting	Provide an end of festival wrap up report	Responsible	Reports are delivered in a timely manner
Systems	Use AirTable Project management software, and Google Drive	Responsible	Systems are used as required.
	Documentation on how to use the ticketing system is updated and available	Responsible	Documentation on how to use the ticketing system is updated and available
General Management	Support other CCAT projects and carry out additional duties as required, where tasks align with the scope of the role and organisational priorities.	Responsible	Contributes flexibly and positively to other CCAT projects; additional tasks are completed efficiently and collaboratively, with a willingness to adapt to shifting priorities and timelines.
Grants & Sponsors	Deliver sponsor benefits and activations	Responsible	All sponsor and partnership marketing deliverables are met, including those for social media.
Revenue Generation	Oversee sales and inventory of Fringe merchandise	Responsible	Box office is well kept and records are easy to discern
General Duties	Be approachable and friendly to artists and audiences offering festival information and ticketing services	Responsible	
	Coordinate all audience communication around cancelled, or updated events	Responsible	
	Assist with set-up, look & feel of box office	Responsible	
Ticketing	Coordinate comp booking approvals through Red61 micro sites	Responsible	Tickets are booked swiftly and with clear coms
	Be the voice of Fringe, answer phones and deal with general enquiries	Responsible	Phone messages are dealt with in a timely manner
	Manage sales reporting throughout season	Responsible	Management are kept up to date on sales targets and progress
	Be approachable and friendly to artists and audiences offering festival information and ticketing services	Responsible	Friendly, helpful and informative customer service
	Oversee venues FoH ticketing equipment, schedules and reconciliation	Responsible	FoH ticketing runs efficiently and had the required equipment.
	Be point of contact for Judges, Sponsors and Staff ticket bookings	Responsible	Clear communication regarding festival processes and audience expectations
	Coordinate all special ticket offers and promo codes	Responsible	Box office is well kept and records are easy to discern
	Daily sales reconciliations of box office	Responsible	Box office adequately supported during shifts
	Box office duties	Accountable	All information is correct and website integrates with RED61
	Coordinate Red61 Set up and integration with Fringe Websites	Responsible	All events are run smoothly and with clear coms
	Coordinate special ticketing requirements for festival events	Responsible	

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Ticketing	Building and testing all events and any new functionality on the website	Responsible	
	Liaise with Artists around ticketing issues	Responsible	
	Oversee all ticket sales and refund processes.	Responsible	
	Managing comp tickets and other complimentary ticketing	Responsible	
	All point of sale related activities, including; setting up box offices, training venues, staff and volunteers in ticketing systems.	Responsible	
	Manage cancelled events through Red61	Responsible	
	Respond to audience questions about ticketing	Responsible	
Volunteers	Volunteers are placed into appropriate tasks	Responsible	Volunteers report satisfaction with their experience at the festival.
	Be point of contact for volunteer enquiries and expressions of interest	Accountable	Volunteers are scheduled, trained and well informed
	Volunteer recruitment campaign is managed	Responsible	Volunteer targets are met
	Training and management of Interns, Volunteers & FOH team	Responsible	Team are well trained and understand their responsibilities. Positive feedback forms submitted from teams.
	Volunteer information is created and passed on to marketing for promotion	Responsible	
	Coordination of Info Points.	Responsible	
	Compile volunteer pack and with training in the week leading up to the festival	Responsible	
	Scheduling all volunteers for NZ Fringe: Key point of contact for volunteers throughout the festival	Accountable	
	Working with Volunteer Manager to communicate artist volunteer requirements	Responsible	
Event Weekend	Shift coordination: Be onsite early to greet, orient, and assign volunteers	Responsible	Volunteers perform tasks confidently and feel supported
	Present, reachable, and responsive across the weekend	Responsible	Key queries are responded to promptly and effectively
	Direct point of contact for assigned stakeholders	Responsible	High satisfaction and minimal escalations
	Record key actions/issues for post-event report	Responsible	All incidents are recorded and acted on appropriately
	Escalate and respond to any issues related to safety	Responsible	
	Identify unsafe/obstructive unauthorised activity	Responsible	
	Ensure assigned team , crew or volunteers are briefed and resourced	Responsible	
	Volunteer HQ set-up: Set up check-in area, rosters, info packs, high-vis, radios, merch	Responsible	

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Event Weekend	Volunteer placement: Monitor initial placements to resolve gaps and provide backup	Responsible	
	Uphold Manaakitanga for Artists, Crew, Volunteers & Guests over event weekend	Responsible	

Key Capabilities:

Communication & Relationship Management

- Ability to communicate effectively and in a timely manner with a wide range of stakeholders.
- Strong interpersonal skills to motivate and engage volunteers.

Organisational & Planning Capability

- Experience in utilising a Project Management system to manage and complete tasks by deadlines
- Managing multiple, shifts, and needs across different festival areas.
- Coordinating timelines to ensure recruitment, onboarding, and placement align with festival operations.

Relationship management.

- Stakeholder management where Fringe stakeholders are artists and venues.

Collaboration & Teamwork

- Working effectively with cross-functional teams — especially Volunteer Management and Marketing.
- Supporting a cohesive and positive volunteer culture.
- Maintaining situational awareness and responsiveness to on-the-ground changes.

Industry and Participant Engagement

- A supportive and mentoring attitude to engaging with artists and participants as clients
- An understanding of the arts industry in New Zealand, and how to engage with networks and individuals.

Attention to Detail & Documentation

- Keeping accurate volunteer data, schedules, and communications.
- Ensuring promotional materials and information shared externally are correct and up to date.

Contracted Hours and Schedule:

The Contractor will work between 20 to 40 hours per week during the duration of the contract, with exact days to be confirmed during contracting. This role begins on the 5th of January 2026, through til the end of festival delivery.

The New Zealand Fringe Festival will take place from 13 February to 8 March. During this period, additional hours outside normal office hours may be required. These hours will be arranged between the Contractor and Operations Manager, with weekly allocations adjusted as needed.

Working Hours and Festival Commitments:

Standard working hours are 8:30 am to 5:00 pm, Monday to Friday. However, the Contractor will be required to work outside of these hours during the festival delivery: Example: Tuesday - Saturday, 12 pm til 8 pm.
And during the delivery weekend of CubaDupa, 28th -29th March 2026.