

MILESTONE CREATIVE

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JOB DESCRIPTION

Position Title

Ticketing & Marketing Manager

Basis

Permanent Part-Time, 4 days per week

Salary

\$65,000 pa depending on experience; including annual leave and superannuation, pro rata to 4 days.

About Us

Milestone Creative Australia is a multi-award-winning specialist Agency for Business and major events, festivals, hospitality, arts and tourism. We have a deep understanding of the strategic role that events and marketing play in growth, positioning and community engagement for destinations and brands and we are experts in this field. Creativity, ingenuity and integrity is paramount to us as we provide communications, digital and publicity for some of Australia's largest events, brands and destinations.

The role is based in Lilyfield, with a free onsite parking spot, is close to Leichhardt North tram station and the bus stop.

Overview of the role

The Ticketing & Marketing Manager is responsible for managing all aspects of sales, ticketing, customer service and marketing for our clients using our ticketing platform, Milestone Tix. This includes driving new business through to contract management, planning, building and ongoing management of ticketing plus providing customer service to our clients (Sellers) and ticket Buyers. The role also requires you to promote and market events across our channels including social media, national listings, paid digital marketing and updating our websites in a timely manner across three owned websites, Milestone Creative, EventsIn and Milestone Tix.

You will also manage marketing campaigns for Milestone Creative Australia clients including strategy writing, writing and deploying social media, You will also oversee Milestone's marketing and administration, including updating the website, writing case studies and updating portfolio documents, preparing quotes and other administration as needed.

Reporting to the Managing Director and supporting other Marketing & Account Managers, this is a hands-on role that requires someone with flawless attention to detail, the ability to juggle multiple clients to meet deadlines, plus excellent ticketing, marketing, administration, mathematical, analytical and reporting.

About You

- You have at least 2 years' experience in ticketing
- You are highly versed in developing pricing strategies, setting up ticketing builds on a cloud-based ticketing platform and managing dynamic ticketing
- Administration and account coordination, preferably in an agency environment
- Experience in event marketing is favourable
- Strong organisational and project planning skills
- You are analytical, with exceptional attention to detail
- You are an excel master and are highly proficient with V-Lookups,
- You are customer-focused, have an excellent telephone manner, professional and confident communicating, both written and verbal, with clients, ticket buyers and staff to ensure professional delivery and service
- You can manage multiple competing deadlines and projects, ensuring all deadlines are met on time

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Responsibilities – Milestone Tix

- Ticketing and pricing strategies
- Ticket builds including pricing levels, campaign moments, building packages and bundles, upsells and promotions including UTM trackers
- Marketing including GTM, pixels and integrating ticketing to social media platforms
- You will be responsible for managing the Milestone Tix CRM and CRM integrations, managing customer data in line with Australian Privacy laws
- You will oversee marketing including promotion of ticketing clients across Milestone's various platforms plus external marketing including website, social media, eDM writing and build, national event listings, activating alliances with third parties
- Providing exceptional customer Service for ticket buyers and clients with fast turnaround (including logging communications)
- Building customised reports
- Preparation of marketing and ticketing results, analysing sales, sales data and trends
- Write advertising and social content, engagement and response to all social accounts including Milestone Tix (B2B), EventsIn (consumer facing)
- Budget management
- Approach new clients with the intention of securing new business
- Attending and typing up weekly, monthly WIPs and post-event reports with full description of how a project unfolded and any learnings
- Prepare WIP documents with staff and send to clients and ensure all deadlines are met

Responsibilities - Milestone Creative Australia marketing

- Maintain Milestone Creative's website – update with client logos, projects, blogs
- Maintain Milestone's portfolio and introduction documents, ensuring that clients have case studies written, testimonials received and loaded
- Write content for Milestone Creative's channels and engage with social followers
- Contributing content, design, build and send eDMs for Milestone and clients
- Manage client marketing campaigns and promotions that inspire reaction and action to sell tickets, generate enquiries and leads
- You will be responsible for overseeing marketing campaigns for Milestone Creative Australia (owned marketing) including online, offline and immersive, advertising planning, buying and production
- Attend and represent Milestone at trade and networking events as needed

General Administration

- Typing, filing, printing, document binding and other administrative duties
- Create invoices and purchase orders
- Answer the phones, take messages and ensure they are promptly sent to the relevant person for follow up
- Liaise and communicate with/between clients, suppliers and staff to ensure professional delivery and service at every level
- Strong administration including typing, filing, printing, document binding and other administrative duties
- Ensure all files are saved in the central drive
- Maintain the resource section of the drive, ensuring media kits and other folders are updated
- Maintain the central database, ensuring all business contacts are saved and updated
- Update leads, opportunities and communications in the central database
- Contribute to the team WIP meeting each week
- General office duties
- Organise or offer food and beverage for guests
- Maintain a clean and tidy office space (clean desk policy)

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Other

- Create and resize images for campaigns using Photoshop
- Exceptional grammar and spelling
- Professional writing skills
- Superior / advanced Microsoft Word, Excel, PowerPoint skills
- Report writing
- English is your first language as this role requires strong copywriting and content skills

Manner and approach

- Highly organised as you will be managing multiple client accounts and deadlines
- Fastidious attention to detail
- Excellent telephone manner, professional and confident
- Liaison with venues to organise venue related event enquiries, as needed
- Consistently maintain good relations with clients and suppliers, representing MILESTONE CREATIVE AUSTRALIA in the best possible, professional and friendly manner