

POSITION DESCRIPTION

Hayes Theatre Co Marketing and Ticketing Manager

Employment Basis	Full Time (38hrs per week)
Reports to	Executive Director
Remuneration	\$80,000 – \$85,000 p.a. Plus super and leave allowances
Location	Hayes Theatre Co, Elizabeth Bay, Sydney

Hayes Theatre Co develops and produces some of the most exciting musical theatre in Australia. Over the past twelve years, the company has developed a reputation for highly entertaining, exceptional quality musicals, where new Australian writing rubs shoulders with bold new productions of Broadway and West End hits.

We are seeking an enthusiastic, driven, and detail-oriented Marketing and Ticketing Manager to lead every aspect of selling Hayes' extraordinary productions to the world.

The role brings together campaign strategy, brand management, audience development, and the management of box office systems, ensuring that marketing and ticketing work hand in hand to grow audiences and build Hayes' profile.

This is a hands-on leadership role that combines strategic and operational work; a unique opportunity to use your skills, passion and imagination to help shape the future of musical theatre.

Set your career on the right trajectory by joining one of the fastest growing and most exciting performing arts companies in Australia. The position comes with considerable responsibility and autonomy; you'll learn more, contribute more, and develop your skills faster than you ever thought possible, and you'll do it with the support of a friendly, inclusive, and fun-loving team who'll go out of their way to help you succeed.

Internal Relationships

Executive Director; Artistic Directors; Producer; Administration Manager; Front of House Manager; Production and Stage Managers; Marketing and Development Coordinator.

External Relationships

Independent producers and presenting partners; graphic designers, photographers, and videographers; publicists and media contacts; ticketing agents and partners (including TodayTix); Ticketing system manager (ENTA/Vivaticket); industry peers and arts organisations; funding bodies and sponsors.

Key Responsibilities

Marketing Responsibilities

1. Strategy, Campaigns, and Brand

- Lead the development and delivery of marketing strategies for Hayes Theatre Co and its productions, with the goal of maximising box office revenue and growing audience reach.
- Plan and deliver integrated campaigns across the season, including timelines, budgets, and key milestones, in collaboration with the Executive Director.
- Develop and manage the annual marketing budget, ensuring effective allocation of resources and reporting on return on investment.
- Champion and evolve the Hayes Theatre Co brand, maintaining brand guidelines and ensuring consistency across all communications, platforms, and partner materials.
- Oversee the development of campaign creative and key publications — including key art, production imagery, season materials, programs, and major organisational documents — briefing external creatives and collaborating with the Artistic Directors and Producer.

2. Content, Communications, and Digital

- Set the strategic direction for content across all channels — social media, email (MailChimp), website, and print — and actively create content alongside the Marketing and Development Coordinator, who has primary responsibility for social media and the fortnightly eNews.
- Oversee audience communications, including eNews, production announcements, and targeted campaigns, guiding and approving content to ensure quality and brand alignment.
- Ensure digital platforms support ticket sales and audience engagement, with clear and user-friendly pathways to purchase.
- Oversee the management and maintenance of the Hayes website.

3. Partnerships, Media, and Industry

- Provide strategic advice on marketing approaches, channels, and media mix for each production or campaign.
- Build and maintain relationships with media, publicists, and industry contacts to support campaign visibility and coverage.
- Identify and deliver partnership opportunities with like-minded organisations, festivals, and venues.
- Represent Hayes Theatre Co within the industry, attending events, forums, and networking opportunities.

Ticketing Responsibilities

4. System Administration and Sales Operations

- Act as primary administrator for the ENTA (Vivaticket) system, including event builds, system configuration, user support, and provider liaison.

- Set up and maintain all events with accurate pricing, seating plans, allocations, and on-sale readiness.
- Manage subscriptions, packages, promotional offers, pre-sales, discounts, and complimentary tickets within the system.
- Oversee the online booking pathway, ensuring a smooth, intuitive, and accessible customer experience.
- Maintain system documentation and oversee integrations with website, email, and analytics platforms.

5. Pricing, Revenue, and Customer Experience

- Work with the Executive Director to develop and implement pricing strategies for individual productions and the broader season.
- Monitor sales activity and seating holds, identifying opportunities to optimise revenue through dynamic pricing and upselling within the booking journey.
- Lead the setup and management of subscription and membership offers, including pricing, renewals, and campaign timing.
- Champion a welcoming, inclusive customer experience across all ticketing touchpoints, including accessible ticketing processes, companion cards, and patron communications.
- Work with the Front of House Manager to resolve ticketing issues and ensure smooth service delivery during performances.

6. Financial Reconciliation and Compliance

- Prepare and deliver box office settlements, including reconciliation of sales, discounts, and third-party agents such as TodayTix.
- Ensure compliance with relevant regulations, including ticketing codes of practice, consumer law, and privacy requirements, and maintain ticketing policies and terms and conditions.

Shared Responsibilities

7. Audience Data, Insights, and Reporting

- Maintain the company's audience data and CRM, ensuring accurate records that support segmentation, targeting, and personalised communications.
- Track and report on sales performance and campaign effectiveness for the Executive Director and Board.
- Analyse audience behaviour and sales trends to inform pricing, campaign strategy, and future planning.

8. Audience Development and Engagement

- Develop and implement strategies to grow and diversify audiences, including initiatives targeting new attenders, young audiences, culturally diverse communities, and under-represented groups.
- Support the delivery of audience and stakeholder events, surveys, and engagement initiatives.
- Manage relationships with producers, presenting partners, and external agents across both ticketing and marketing requirements.

9. Team Leadership and Coordination

- Manage and mentor the Marketing and Development Coordinator, providing clear direction, feedback, and professional development support.
- Support the recruitment and training of casual box office staff in collaboration with the Front of House Manager and provide guidance on ticketing systems and procedures to internal staff.
- Coordinate the work of external contractors and creative collaborators, including designers, photographers, videographers, and publicists.
- Foster a collaborative, positive team culture and maintain strong communication across departments.

10. General and Operational

- Maintain oversight of marketing systems, ticketing documentation and campaign assets.
- Develop, implement and maintain procedures for capturing and storing archival footage for all Hayes productions and activities.
- Attend performances, opening nights, and company events as required.
- Undertake other duties as reasonably directed by the Executive Director.

Selection Criteria

- A genuine passion for musical theatre and the independent arts sector.
- Demonstrated experience in marketing and/or ticketing management, preferably in performing arts, live entertainment, or the cultural sector.

We understand that not every candidate will have experience in both disciplines and strongly encourage anyone who feels they have the aptitude and ambition to succeed in the role to apply. Please contact us if you'd like to discuss prior to submitting an application.

- Strong working knowledge of at least one computerised ticketing system: (ENTA/Vivaticket highly regarded; Tessitura or Ticketmaster also valued).
- Proven ability to develop, implement, and evaluate integrated marketing campaigns across digital, print, social media, and traditional channels.
- Experience with pricing strategy, event builds, seating configurations, and subscription products within a ticketing system.
- Strong strategic thinking skills, with the ability to translate organisational objectives into actionable marketing plans.
- Experience managing budgets, financial reconciliation, and reporting on both campaign and sales performance.
- Excellent written and verbal communication skills, including copywriting and the ability to brief creative agencies and contractors effectively.
- High proficiency in email marketing platforms (MailChimp or equivalent), CRM systems, and audience data analysis tools.

- Strong organisational skills, attention to detail, and the ability to manage competing priorities in a fast-paced environment.
 - Experience supervising or line-managing staff, with a collaborative and development-oriented approach.
 - Experience with graphic design tools (Adobe Creative Suite, Canva) and multimedia content production.
 - Understanding of accessibility requirements, inclusive ticketing practices, and the LPA Ticketing Code of Practice.
 - Tertiary qualifications in marketing, communications, or a related discipline.
-

Ordinary Hours

The position is full-time, 38 hours a week, with the requirement to work reasonable additional hours as necessary depending on production needs. This may include occasional evenings and weekend work.

The Marketing and Ticketing Manager will work from the Hayes office at 32 Orwell Street in Potts Point. Flexible working arrangements are encouraged, including working from home one day a week following probation. We're committed to making the role work for the right person and are happy to discuss how the position can be tailored to suit your personal circumstance.

Hayes is committed to ensuring that no employee is working beyond a reasonable capacity to ensure a safe and healthy workplace and reviews working hours as required.

Diversity and representation

Hayes is committed to cultural inclusion and diversity being reflected throughout the organisation. We strongly encourage applications from First Nations people, those who are culturally, linguistically or gender diverse, people of all abilities, and people from LGBTQIA+ communities.

How to apply

Applications must include a cover letter addressing the selection criteria and a detailed CV that includes the name and contact details of two referees (referees will not be contacted without prior consultation).

Please send to: jobs@hayestheatre.com.au no later than **5pm, Wednesday 29 April**. An early appointment will be considered, and the position may be filled prior to the closing date if a sufficient number of high-quality applications are received.

To discuss any aspect of the position prior to submission, please contact:
will@hayestheatre.com.au