

Role Description

Ticket Sales Representative



Cluster	Creative Industries, Tourism, Hospitality and Sport
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	Grade 1 Level 3
Kind of Employment	Enterprise Agreement
ANZSCO Code	639411
PCAT Code	1119192
Role Number	
Date of Approval	2024
Agency Website	http://www.sydneyoperahouse.com

AGENCY OVERVIEW

The Sydney Opera House is an Executive Agency of the NSW Department of Creative Industries, Tourism, Hospitality and Sport. The Opera House is operated and maintained for the Government of NSW by the Sydney Opera House Trust, which is constituted as a body corporate under the Sydney Opera House Trust Act 1961.

The Sydney Opera House is a living work of art. A place of possibility and wonder - on and off the stage. We bring people together to be uplifted, empowered and entertained.

Our ambition is to be Everyone's House; where we aim to better understand and connect with community; to be a place where everyone feels welcome; to be future ready and to lead and inspire positive change.

To make this real, we are focused on four themes that underpin our organisational values (Creativity, Courage, Inclusivity, Integrity, Collaboration and Care):

- We better understand and connect with community.
- Everyone feels welcome here.
- We are future ready.
- We lead and inspire positive change.

Further detail on strategic direction is set out in the [SOH Strategy 2024-26](#).

PURPOSE OF THE ROLE

This position is responsible for the provision of a comprehensive and customer focussed ticketing and information service, covering an extensive range of events and performances. This position contributes to the efficient and effective operation of transactional sales service delivery across Box Office counter and the Contact Centre, for the sale of performance ticket and tourism ticket sales plus product packaging and add-on components as required.

The position is a first point of contact with potential or existing customers and is fully accountable for providing a full product ticket sales service that includes advice, explanation and recommendations on sales, refunds, exchanges and payments. In conjunction with the Ticketing Services team, Sales Representatives provide quality services that exceed the expectations of existing and potential customers and deliver solutions in a changing environment through advanced knowledge and operation of all the functions of a computerised ticketing system.

KEY ACCOUNTABILITIES

- Delivery of high quality and professional customer services for all ticketing sales channels, modelled from the shared standards of the SOH Customer First Commitment, providing a full ticketing service that includes advice, explanation and recommendations on sales, refunds, and exchanges.
- Accurately manage high volumes of cash/credit transactions and a wide range of inquiries that are sometimes complex and need to be actioned immediately in order to best service a range of customers.
- Use judgement in giving exchanges or refunds, dealing with lost tickets, recommending performances to patrons, seating availability and viewing limitations.

- Ensure efficient and effective handling of all customer queries, and ensure that resolutions to problems are within established guidelines and policies.
- Maintain thorough and up to date knowledge of all products available from the Box Office counter and Contact Centre.
- Develop and maintain effective professional relations with ticketing services team and key stakeholders.
- Ensure accurate entry of data necessary to maintain the integrity and confidentiality of data and information and the complexities of multiple internal/external users.
- Contribute to the department's efficient and effective operations by maintaining an added-value approach and sharing information and market information.

KEY CHALLENGES

- Maintaining a high level of customer service while accurately managing high volumes of cash/credit transactions and a wide range of inquiries that may need to be actioned immediately in order to best service a range of customers.
- Providing technical assistance to customers experiencing difficulty navigating the online channel.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Operations, Ticketing	To provide advice and guidance.
General Manager, Ticketing and Customer Satisfaction	To provide advice/receive direction on operational planning and performance.
Operations Manager, Ticketing	To receive guidance on day-to-day activities.
Shift Supervisors	To collaboratively develop/implement Ticketing strategies, provide direction/advice, share information, and allocate/prioritise projects.
Front of House	To support the team and promote knowledge and communicate a business context to venue operations.
Ticketing Systems Manager and Project Manager- Business Systems and Client Services	To contribute to ticketing and scheduling strategies.
External	
SOH Customers	To provide professional and comprehensive Ticketing services to all customers.
Presenting Partners and SOH Presenter Teams	To support relationships and deliver quality account management and customer service.
Key Clients (Strategic Presenting Partners, Presenters and Ticket Agents)	To understand needs and assist in the delivery of quality ticketing and customer service to meet changing client needs.

ROLE DIMENSIONS

Decision Making

The position is responsible to the Sales & Service Manager and members of the Ticketing Services Management team for the effective delivery of day-to-day Box Office Counter and Contact Centre ticketing operations and customer services.

The position implements ticketing and service plans that control the delivery of high quality services to existing/potential customers, and SOH stakeholders and assist the Manager to achieve income targets. At the end of the shift, reconcile accounts for ticket payments received and refunds made, as part of the overall Contact Centre and Box Office operations.

Reporting Line

Head of Operations, Ticketing

Direct Reports

Nil

ESSENTIAL REQUIREMENTS

- 1 to 2 years previous experience in a blended customer service/sales role. For example, a contact centre, a box office/tourism counter, or a similar operation involving high volume phone calls and counter sales, and informational services.
- Basic skills in the use of Microsoft Office software applications, including Microsoft Word, Excel, and Outlook.
- Thorough product and venue knowledge to effectively deliver information and drive sales to customers.
- Able to work effectively in a team environment that is highly focused on the delivery of exceptional customer service and ticket sales.
- Knowledge of computerised ticketing systems such as Tessitura (prior Tessitura experience will be highly regarded).
- Excellent communication and customer service skills at all levels within an organisation
- Well-developed interpersonal, skills to maintain relationships and achieve high service standards, articulate and committed to delivering a quality customer service.
- Strong organisational skills for meeting tight deadlines on a day to day basis.
- Experience in managing a diverse range of customers with differing needs, including people with disabilities, people from non-English speaking backgrounds, tourists on busy schedules, VIPs, frequent patrons and people with very limited understanding about an event or about the SOH.
- Appreciation of the dynamics, ticket selling and marketing practices of the Live Theatre and Tourism industries.
- Understanding and commitment to the principles of EEO and WH&S.

CAPABILITIES FOR THE ROLE

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability Summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Foundational
	Act with Integrity	Foundational
	Manage Self	Foundational
	Value Diversity	Foundational
 Relationships	Communicate Effectively	Foundational
	Commit to Customer Service	Intermediate
	Work Collaboratively	Foundational
	Influence and Negotiate	Foundational
 Results	Deliver Results	Foundational
	Plan and Prioritise	Foundational
	Think and Solve Problems	Foundational
	Demonstrate Accountability	Foundational
 Business Enablers	Finance	Foundational
	Technology	Foundational
	Procurement and Contract Management	Foundational
	Project Management	Foundational

Focus Capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Foundational	• Be open to new ideas and approaches • Offer own opinion, ask questions and make suggestions • Adapt well to new situations • Do not give up easily when problems arise • Stay calm in challenging situations
Personal Attributes Act with Integrity	Foundational	• Behave in an honest, ethical and professional way • Take opportunities to clarify understanding of ethical behaviour requirements • Identify and follow legislation, rules, policies, guidelines and codes of conduct that apply to your role • Speak out against misconduct, illegal and inappropriate behaviour • Report apparent conflicts of interest
Relationships Communicate Effectively	Foundational	• Speak at the right pace and volume for varied audiences • Allow others time to speak • Display active listening • Explain things clearly • Be aware of own body language and facial expressions • Write in a way that is logical and easy to follow
Relationships Commit to Customer Service	Intermediate	• Support a culture of quality customer service in the organisation • Demonstrate a thorough knowledge of the services provided and relay to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Co-operate across work areas to improve outcomes for customers
Results Demonstrate Accountability	Foundational	• Take responsibility for own actions • Be aware of delegations and act within authority levels • Be aware of team goals and their impact on work tasks • Follow safe work practices and take reasonable care of own and others health and safety • Escalate issues when these are identified
Business Enablers Technology	Foundational	• Display familiarity and confidence in the use of core office software applications or other technology used in role • Understand the use of computers, telecommunications, audio-visual equipment or other technologies used by the organisation • Understand information, communication and document control policies and systems, and security protocols • Comply with policies on acceptable use of technology