

ROLE SUMMARY

Role title:	Ticketing Executive
Reports to:	Performance Events Manager
Direct reports:	Nil
Date:	June 2026
Purpose of role:	<p>The Ticketing Executive is responsible for managing ticketing information for the across Venues Wellington events, acting as the key liaison between the ticketing agent, hirers and internal teams, to ensure events are successfully set up, marketed and delivered. This role supports the achievement of ticket sales and Revenue targets while providing excellent customer service and seamless ticketing experience for guests and hirers.</p> <p>This role works closely with the Venues Wellington contracted Ticketing provider, internal teams (including Performance Events, Event Advisors, Marketing, Guest Experience, and Venue Operations) to support the successful delivery of events and ensure ticketing requirements are met.</p>

ROLE DESCRIPTION

Key responsibilities: specific actions, tasks or areas of responsibility this role will oversee.

Area of responsibility	Actions/Tasks
Venues Ticketing	<ul style="list-style-type: none">• Coordinate ticketing activity across Venues Wellington events and venues, including event builds, seating and pricing plans and inventory management ensuring promoter and venue requirements are met.• Coordinate event ticketing builds and on sales with Ticketmaster, hirers, and internal stakeholders, ensuring accuracy, quality control, and delivery within agreed timeframes.• Review and quality check ticketing setups, pricing structures, inventory, and event information to ensure accuracy and minimise ticketing issues.• Manage the delivery of successful ticketing experience for guests and hirers, assisting at event time with escalated ticketing and customer issues, as required• Respond to enquiries from hirers regarding ticket sales, reporting and forecasting.• Provide advice and guidance to hirers to support ticket sales, audience report and event success.• Coordinate post event ticketing settlements and reporting to Ticketmaster• Monitor ticket sales performance and identify opportunities to optimise sales outcomes for Venues Wellington and its hirers.• Oversee process, alongside the Performance Events Coordinator of house tickets, comp tickets and marketing giveaways.• Work with other internal Venues Wellington teams, including Performance Events, Event Sales & Planning, Marketing, Guest Experience, and Venue Operations to support the successful delivery of events.• Develop and maintain strong working relationships with the Venues Wellington contracted ticketing service and other ticketing agencies, identifying opportunities to improve systems and processes to ensure that events are effectively managed.• Have a comprehensive understanding and knowledge of venue configurations, ticketing systems, and event requirements across all Venues Wellingtons venues.

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- Adhere to and ensure team members adhere to our standard operating procedures while being willing to offer ideas and new initiatives that may improve business processes and customer delivery

Reporting and Audience Insights

- Coordinate the provision of ticketing, audience, and sales data with the Data Analyst to support business planning, board reporting, budgeting, and performance analysis.
- Respond to requests for ticketing, audience, and event performance information from hirers and internal stakeholders.
- Maintain accurate audience, attendance, and GEO data within relevant systems to support reporting, analysis, and informed decision making.

Relationship and client management

- Act as the primary day-to-day liaison with Ticketmaster, coordinating ticketing requirements, troubleshooting issues, and advocating for the needs of Venues Wellington and its hirers.
- Build and maintain positive working relationships with clients, contractors, ticketing providers, and internal team members providing a high standard of service and working collaboratively to meet hirers needs and key deadlines
- Build trusted working relationships with hirers and ticketing partners to support the successful delivery of events and ticketing outcomes
- Contribute to the delivery of exceptional event experiences through attention to detail, responsiveness and great relationship management
- Work collaboratively across our teams and venues to develop cross-selling and up-selling opportunities that deliver enhanced the guest experience and support business growth
- Support clients throughout the event lifecycle, ensuring ticketing requirements, deadlines, and expectations are met.

Marketing

- Work collaboratively with the Marketing Campaign Manager and hirers to support ticket sales and achieve the best outcomes for our Venues Wellington events
 - Coordinate and distribute guest information emails and other ticketing related event communications.
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- Co-ordinate the placement of marketing material within the venues, including digital screens and other approved promotional material.
 - Provide ticketing insights and advice to support marketing campaigns, promotions, audience development initiatives, and sales strategies. Coordinate the setup and administration of ticketing promotions, presales, discount offers, and special ticketing initiatives in conjunction with hirers, ticket agent and the Marketing team.
 - Coordinate ticket giveaways, promotional offers, and other ticketing related marketing activities as required.

Administration

- Maintain accurate and up to date ticketing information and event information within Momentus (our event management system) and other relevant systems
- Provide administration support to the Performance Events team as required
- Provide training, guidance and support for internal and external users of Ticketmaster reporting tools and ticketing processes
- Any other reasonable tasks as required

Health, safety, wellbeing and compliance

- Take an active role in identifying and mitigating any health and safety risks to yourself and others.
- While at work, take reasonable care for your own health and safety and ensure what you do does not negatively affect the health and safety of others.
- Comply, as far as you possibly can, with any instructions, policies, procedures or guidelines given by WellingtonNZ in relation to health, safety and compliance.
- Report any potential hazards or risks to health and safety or the environment as soon as is possible to take immediate action to minimise or mitigate these if it is not potentially harmful to your own health and safety.
- Initiate the necessary documentation required for offsite work (e.g. Risk Assessments) and ensure documentation is completed and signed off at least 48 hours prior to the activity beginning.

WellingtonNZ collaboration

- Maintain a “WellingtonNZ-wide” perspective with all of your work
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- Consider how your role links and contributes to other areas of WellingtonNZ, and actively engage when required
- Communicate with fellow WellingtonNZ colleagues on work, initiatives and projects
- Actively collaborate and participate in WellingtonNZ-wide initiatives and projects.

Job outcomes: visible and measurable evidence of success in the role.

Outcomes/results	Target measure
To be determined with your manager.	

Competencies: specific skills, trails and competencies necessary to be successful in the role.

Competency	Description of competency
Functional skills and experience	<ul style="list-style-type: none">• Experience in a ticketing, events, venue, performing arts, entertainment or customer-focused environment (multi-venue experience is desirable)• Experience using ticketing systems and an understanding of best practice. Experience with Ticketmaster products is advantageous.• Demonstrated ability to manage multiple priorities, meet deadlines, and maintain a high level of accuracy in a fast-paced environment.• Strong attention to detail and commitment to delivering high quality work. Well-developed customer service and relationship management skills, with the ability to build positive working relationships with a range of internal and external stakeholders. Strong written and verbal

communication skills, with the ability to communicate effectively with clients, guests, and colleagues.

- Highly computer literate including strong Microsoft Office skills required, particularly Excel, and the ability to learn and use a range of business systems and reporting tools.
- Ability to interpret ticket sales, audience, and event performance information and communicate insights to stakeholders.
- Demonstrated problem-solving skills and the ability to exercise sound judgement when resolving ticketing and customer issues.

Creating a vision

- Understanding the strategic context
- Challenging the status quo
- Accepting challenges
- Committing to the vision.

Leading with purpose

- Living our values
- Having the courage to question and speak up
- Adapting your style to meet individual needs.

Making things happen

- Giving timely and constructive feedback
- Staying close to the issues
- Collaborating for better decision-making
- Recovering quickly from setbacks.

Building an awesome team

- Valuing uniqueness and differences in others
 - Trusting others
 - Sharing information, collaborating and helping others.
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Being authentic and inclusive

- Recognising your own strengths and areas for development
- Asking for and responding positively to feedback
- Questioning and challenging others with respect
- Owning your mistakes.

Values: our purpose and values which bring to life WellingtonNZ's aspired culture.

Purpose	To make the Wellington region thrive as a place to live, visit, study, work, do business, and invest
Better together	<ul style="list-style-type: none"> • We are collaborative • We back each other • We celebrate our differences and experiences • We create and share ideas together • We focus on teamwork and empower individual brilliance
Passionately curious	<ul style="list-style-type: none"> • We are brave • We think differently and give it a go • We seek to understand before being understood • We embrace the possibilities of tomorrow
Choose joy	<ul style="list-style-type: none"> • We bring and share joy in our work everyday • We celebrate our wins and learn from our losses • We have fun and get the mahi (work) done • We give praise and recognition