



POSITION DESCRIPTION

TICKETING & MARKETING COORDINATOR

THE SYDNEY FRINGE FESTIVAL

OFFICE LOCATION:	Level 1, 303 Marrickville Road, Marrickville, NSW, 2204
REPORTS TO:	Sales & Partnerships Manager, and a/Head of Marketing
WORKS WITH:	Marketing team, Programs & Operations team, and the wider Sydney Fringe team
EMPLOYMENT STATUS:	Fixed Term, Part-Time (32 hours per week, across 5 days)
REMUNERATION:	\$62,000 pro-rata + superannuation + <i>Award leave entitlements</i>
EMPLOYMENT PERIOD:	4 August to 26 September* <i>Possibility of extension to 3 October</i>

ABOUT THE SYDNEY FRINGE

The Sydney Fringe Festival, established in 2010, is the largest independent arts festival in New South Wales, bringing together over 2,000 artists and 400+ performances across Greater Sydney. With a vibrant, diverse program and an economic impact of over \$34 million, the festival has become a cornerstone of Sydney's cultural landscape.

OUR VISION

To be celebrated as one of the world's leading Fringe Festivals.

OUR PURPOSE

To champion the independent cultural sector, placing it at the heart of Sydney.

OUR VALUES

Expression; Access; Connection; Integrity; Excellence

ABOUT THE POSITION

Reporting to both the Sales & Partnerships Manager and the Acting Head of Marketing, the Ticketing & Marketing Coordinator will assist in the delivery of customer service and administrative tasks in the support of the ticketing and marketing functions of the Sydney Fringe Festival.

This role will be primarily based in the Sydney Fringe offices in Marrickville, however may require working from festival venues during event delivery (September).

KEY COMPETENCIES

- Experience in customer service and administration, ideally within arts organisations, festivals, or event environments
- Working knowledge of ticketing systems (preferably Ferve) and box office operations or comparable administrative platforms
- Excellent written and verbal communication skills, including proficiency in digital technologies and email correspondence
- Experience drafting external communications, inline with organizational brand guidelines
- Ability to build effective relationships and manage competing priorities in a fast-paced, customer-focused setting
- Strong problem-solving skills with the ability to show initiative, exercise sound judgment, and work independently
- Professional, positive attitude with a collaborative team approach
- Alignment with the values and mission of Sydney Fringe

RESPONSIBILITIES

- Respond to customer, artist, and venue enquiries via phone and email
- Process ticket sales and exchanges in line with LPA guidelines
- Manage updates to event descriptions, pricing, and related ticketing info
- Support the operation of the Ferve Ticketing System, including troubleshooting
- Draft and send outbound communications to local businesses and stakeholders
- Prepare drafts of EDM's and other outbound communications for approval
- Assist with website copy and image updates as directed (Wordpress)
- Ensure compliance with Sydney Fringe policies and procedures
- Contribute to a positive experience for customers, artists, venues, volunteers, and staff
- Perform other duties as directed by the Sales & Partnerships Manager and Head of Marketing

ABOUT YOU:

- At least 2 years' experience in administration or customer service, ideally in arts organisations or within festival/event settings
- Experience with ticketing systems (specifically Ferve Tickets) will be highly regarded
- Experience with web systems (specifically Wordpress) will be highly regarded
- Excellent interpersonal skills with a confident and respectful communication style
- Ability to manage competing deadlines and escalate issues when needed
- Calm, organised, and detail-focused under pressure
- Lateral thinker with initiative and the ability to resolve issues independently
- Respect for the value of volunteers and the not-for-profit arts sector
- Holds or is willing to obtain a valid Working with Children Check

INHERENT PHYSICAL REQUIREMENTS

The physical requirements of your position are consistent with those of staff in a major festival. Sydney Fringe encourages you to advise us of any access needs (pre-existing, or any that may arise) that may have impact on your work. We are committed to ensuring access requirements are met.

DIVERSITY AND OPPORTUNITY

Sydney Fringe provides equal access to all employees and applicants without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information or marital status.

HOW TO APPLY

Applications must be no longer than 3 pages in total, respond to the position description, address the key responsibilities and experience, and include:

- A short covering letter outlining your experience and alignment with our values
- A current resume
- The names and contact details of two professional referees

Send your application as a PDF titled with your name and the position title to:

Clayton Hamilton – clayton@sydneyfringe.com

Deadline: 5pm, Friday 25th July, 2025

Subject line: "Sydney Fringe Ticketing & Marketing Coordinator: Your Name"

Covering letters may be submitted as audio or video if preferred.

Please contact Clayton Hamilton, Sales & Partnerships Manager (clayton@sydneyfringe.com) for a confidential conversation about the role or to discuss any accommodations that may be required during the recruitment process