



## **ABOUT THE WESTERN AUSTRALIAN MUSEUM**

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The Western Australian Museum aims to inspire people to explore and share their identity, environment, culture and sense of place, and to contribute to the diversity and creativity of our world.

The Museum preserves, documents and shares collections relating to the State's natural and cultural heritage. It collaborates with people across Western Australia to share the stories and voices of diverse communities. It works alongside national and international organisations, contributing to global research, promoting life-long learning, and developing and hosting world-class exhibitions.

Established in 1891, it has evolved over the past 130 years to become a vibrant centre of inspiration, learning and enjoyment for all Western Australians, as well as the primary home of the State's natural science and cultural heritage collections.

Today, the Western Australian Museum has seven public locations and provides inclusive spaces where people can explore what it means to be Western Australian. It also has a Collections and Research Centre that houses more than eight million objects which are safeguarded for the benefit of future generations.

The Museum is a Statutory Authority within the Department of Local Government, Sport and Cultural Industries (DLGSC). The Department facilitates lively communities and the economy and the offering of outstanding and inclusive sporting and cultural experiences to local, interstate and international visitors.

### **MISSION**

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To inspire and challenge people to explore and share their identity, culture, environment and sense of place, and to experience and contribute to the diversity and creativity of our world.

### **VISION**

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To be an excellent and vibrant Museum, valued and used by all Western Australians and admired and visited by the world.

### **VALUES**

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- Accountable
- Inspirational, Inclusive and Accessible
- Enterprising and Excellent
- Sustainable
- We recognise Aboriginal and Torres Strait Islander people as the first peoples of Australia.



**WESTERN  
AUSTRALIAN  
MUSEUM**

Department of Local Government,  
Sport and Cultural Industries

## **JOB DESCRIPTION FORM**

### **DETAILS**

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**Position Title**

Coordinator Ticketing and  
Membership

**Position Number**

15533

**Classification Level**

Level 5 (L5)

**Award/Agreement**

Public Service Award 1992 / PSGO CSA GA

**Directorate**

Engagement

**Branch/Team**

Engagement / Marketing and Audience  
Development

**Physical Location/s**

WA Museum Boola Bardip, Perth

### **REPORTING RELATIONSHIPS**

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**Position reports to**

Manager, Marketing & Audience  
Development

**Positions reporting to this position**

Customer Relations Officer L2  
Ticketing & Membership Officer L3  
Audience Research Officer L3

### **PURPOSE OF THE POSITION**

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This role is a critical part of the audience development team, supporting the Manager, and Director, Engagement, with oversight of the Museums ticketing system, membership program, customer relations teams and audience insights.

### **STATEMENT OF DUTIES**

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**Ticketing**

- Oversees all facets of the Museum's event ticketing system, the ticketing process, and including all stages of the visitor journey, to ensure high quality customer service to all visitors.



- Ticketing operations, including event builds, ensuring compliance with consistent procedures that meet audit requirements.
- Monitor daily records and transactions and provide detailed reports in a timely basis.
- Work with stakeholders to ensure that visitor satisfaction and customers service ratings are consistently at a high standard.
- Maintains quality control of the highly critical and sensitive ticketing and customer relationship system following best practice, adhering to legal and legislative requirements.
- Liaises with internal and external stakeholders to implement strategies and activities and ensure maximum effectiveness of ticketing systems and processes.
- Develop, review and implement relevant documentation, including policies, procedures and operating procedures for the Tessitura ticketing solution.
- Ensures appropriate training opportunities and learning resources are made available to staff to utilise the Tessitura ticketing solution.
- Work with and represent the Museum as part of the Tessitura consortium.

### **Membership**

- Oversee the Museum membership program, maximising opportunities and sales across the three tiers of the Museum's membership portfolio.
- Work with marketing team to promote membership programme across internal and external stakeholders.
- The development of the membership recruitment and retention strategies.
- Undertake member market research in areas such as member benefit analysis, satisfaction and competition analysis.
- Increase membership revenue and membership database records.
- Develop, implement and oversee value added and cost-effective activities for members.

### **Audience Research**

- Oversee collection of Key Performance Indicators, including visitation, participation and other relevant audience measures.



- Oversees research, analysis and prepares strategic advice for ticketing, membership and audience insight strategies and activities.
- Work with contractors to provide audience insights into existing and potential audiences, brand health, and the social and cultural impact of the services delivered by the Museum's six branches.
- Work with contractor to establish and segment the current and potential audience in a way that adds insight to product development, communications, and audience growth.
- Work with Director and Manager, providing valuable information to support strategic decision making through audience and visitor insights.

### **Administration and Operational**

- Oversees the management of ticketing and customer relations team, which includes recruitment, rostering, training, professional development and performance management.
- Represent the ticketing, customer relations, membership and audience insight teams at key meetings and disseminate the information to ensure a coordinated approach to visitor experience.
- Other duties as required with respect to the scope of the position.

### **COMPLIANCE AND LEGISLATIVE KNOWLEDGE**

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- Comply with the DLGSC Code of Conduct;
- Comply with applicable DLGSC policies and procedures, WA Museum policies and procedures, and relevant appropriate legislation; and
- Meets Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.



## **WORK RELATED REQUIREMENTS**

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### **Essential**

1. Demonstrated experience overseeing teams that provide high level customer service, through ticketing, sales, and general enquiries.
2. Demonstrated experience in the management and oversight of a major ticketing solution in an arts, cultural, sporting or events industry.
3. Highly developed written and verbal communication skills with ability to present to stakeholders, insight findings, recommendations, and outcomes.
4. Demonstrated experience in researching, developing, implementing and managing complex solutions, including policy documentation, operational procedures and system strategies.
5. Knowledge and experience of research and evaluation methodology.
6. Excellent organisational skills with a proven ability to manage time, people and prioritise work in a fast-paced environment.

### **Desirable**

1. Knowledge of role and functions of museums.
2. Knowledge and experience of the Tessitura software application.
3. Knowledge of government structures and processes.
4. Experience in Marketing or communications role.

## **KEY RELATIONSHIPS/INTERACTIONS**

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- Director, Engagement
- Marketing staff
- Customer Relationship and membership teams.
- Site and Operations Managers
- WA Museum staff
- Members of the public



## **KEY CHALLENGES**

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Working in a fast-paced environment, with competing priorities and adapting to last minute changes.

Integration of ticketing, membership and audience insights into all aspects of business operations.

## **SPECIAL CONDITIONS**

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- Nil

## **APPOINTMENT IS SUBJECT TO**

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- Eligibility to Work in Australia.
- A current (within six months) National Police Clearance Certificate.

## **TRAINING**

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- Complete induction within three months of commencement.
- Complete any training specific to the role required by Departmental or WA Museum policy.
- Complete the Department's Accountability and Ethical Decision-Making training within six months of appointment.