



ROLE DESCRIPTION

ROLE TITLE: Ticketing & Membership Officer CLASSIFICATION: ASO5 ROLE NUMBER: P52853	AGENCY: South Australian Motor Sport Board BUSINESS UNIT: Marketing
REPORTS TO: Head of Marketing	ROLES REPORTING TO THIS ROLE: Nil BUDGET: N/A
ROLE PURPOSE: <p>The Ticketing & Membership Officer is responsible for ticketing sales reporting and analysis, providing specialist advice and recommendations to inform initiatives that increase event attendance and revenue.</p> <p>They also review member feedback, identifying opportunities for improvement, and recommend strategies to grow membership programs and enhance commercial outcomes.</p> <p>Additionally, the position oversees the optimisation of ticketing operations, including pricing, ticketing structures, and continuous improvement initiatives, exercising professional judgement and working under limited direction to deliver program-level results.</p>	
KEY OUTCOMES OF ROLE:	
<ol style="list-style-type: none">1. Coordinate ticketing operations, including being the main point of contact for the day to day relationship with the event ticketing agencies2. Provide oversight across event builds, pricing implementation, reporting, reconciliation processes, and sales control.3. Provide comprehensive ticketing sales reporting and analytics, owning the interpretation of insights and providing, data-driven insights and recommendations to inform revenue growth and attendance strategies.4. Work closely with the event ticketing agencies to develop the grandstand seating build to optimise ticketing structures and seating configurations, including seat audits, layout improvements and event build accuracy, applying professional judgement to maximise operational and commercial outcomes.5. Track and analyse ticketing performance trends, including revenue outcomes, product demand, and market behaviour, to provide advice on ticketing product development and improvements to support evidence-based decision-making across the organisation.	<ol style="list-style-type: none">6. Manage all aspects of event ticket allocations, including product development, reporting, ticketing distribution and performance oversight.7. Recommend strategies to grow membership programs, analysing member feedback to identify opportunities for improvement and recommending initiatives to drive customer retention, increase fan engagement and deliver commercial outcomes.8. Collaborate with internal teams to ensure website content, ticketing strategies and customer service objectives are aligned with broader organisational objectives and program-level outcomes.9. Maintain secure, compliant customer data in the CRM system, including oversight of customer data migration from external ticketing providers, ensuring accuracy, security, and business continuity.
KEY RELATIONSHIPS / INTERACTIONS: <ul style="list-style-type: none">▪ Ticketing agencies▪ Membership Programs▪ Event Infrastructure & Design team	



- Travel partners and ticket wholesalers
- SAMSB Internal teams

SPECIAL CONDITIONS:

- Applicants will be required to work extended hours leading into and during major events.
- Applicants will be required to undergo the appropriate and relevant Employment Screening Assessment(s) required for this role in line with the DPC Employment Screening Policy.
- This role requires (please select those relevant for the role):
 - National Police Check (required for all roles)
 - Working with Children Check
 - Security Clearance (including Baseline, Negative Vetting Level 1, Negative Vetting Level 2, Positive Vetting)
- The Incumbent will be required to participate in the department's Performance Management Program.
- The Incumbent may be assigned to another position at this remuneration level or equivalent.

KEY SELECTION CRITERIA:

- Demonstrated ability to coordinate ticketing operations and support strategic outcomes across event builds, pricing, reporting, and sales control, exercising independent judgement and delivering program-level results.
- Proven experience analysing sales and performance data to provide expert advice and strategic recommendations that inform initiatives to increase revenue and attendance.
- Strong project, stakeholder, and communication skills, with the ability to influence and negotiate with internal and external partners to deliver outcomes under pressure.
- Ability to support the development and delivery of improvements, applying expertise in technical systems, digital platforms, and ticketing strategies.
- Actively demonstrates SAMSB's core values through collaboration, professionalism, and a focus on organisational outcomes.

PURPOSE

- Making a difference so South Australia thrives

VISION

- The Heart of government

DPC VALUES

- Curious
- Courageous
- Connected

SOUTH AUSTRALIAN PUBLIC SECTOR VALUES

- | | |
|---|--|
| <ul style="list-style-type: none">▪ Trust▪ Service▪ Professionalism▪ Respect | <ul style="list-style-type: none">▪ Collaboration and Engagement▪ Honesty and Integrity▪ Courage and Tenacity▪ Sustainability |
|---|--|

CORPORATE RESPONSIBILITIES

Incumbents are responsible for:



- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the [Public Sector Act 2009](#), [The Code of Ethics for the South Australian Public Sector](#), and the legislative requirements of the *Public Sector Act 2009* and [Work Health and Safety Act 2012](#).
- Creating and maintaining a diverse, accessible, inclusive and culturally safe workplace to enable us to reflect our community.
- At all times acting in a manner that is non-threatening, courteous, respectful, and consistent with DPC's accreditation as a White Ribbon workplace.
- Demonstrating a genuine commitment to Reconciliation, and the achievement of Reconciliation Action Plan outcomes.

CORE COMPETENCIES & ASSOCIATED BEHAVIOURS EXPECTED AT THIS CLASSIFICATION

[Check the boxes of the behaviours that are most relevant to the role]

Supports and Implements the Strategic Direction

- Understands the big-picture and contributes to the development of strategic direction
- Understands and supports organisational goals and business objectives
- Understands, supports and promotes organisational goals and business objectives
- Steers and implements change
- Identifies, defines and solves complex problems relating to the teams work objectives
- Identifies broader factors, trends & influences across the Public Service that may impact on the teams work objectives

Achieves Results

- Makes effective use of individual and team capabilities and negotiates responsibility for work outcomes
- Evaluates alternatives objectively and uses evidence, knowledge and experience to deliver the best result
- Ensures compliance with Public Sector legislation, regulations and policies
- Monitors project performance and takes action to improve the delivery of quality outcomes as required
- Values specialist expertise and capitalises on the knowledge and skills of self and others

Enhances Business Excellence

- Actively supports and seeks new innovative initiatives and is responsive to change methodology to implement these
- Keeps abreast of market trends, developments and economic/legislative changes to meet current and future organisational needs
- Identifies learning opportunities. Gives timely praise and recognition. Deals with under performance promptly, and works towards agreed performance standards
- Embeds a strong customer service ethos by understanding needs
- Monitors expenditure, manages procurement and contract procedures and identifies the appropriate use of resources

Cultivates Productive Working Relationships

- Listens to and considers different ideas and discusses issues credibly and thoughtfully. Identifies other people's expectations and concerns
- Can identify conflict in situations and acts sensitively, objectively and constructively to de-escalate conflict
- Works collaboratively and shares information with own team and seeks input from others
- Builds and sustains positive relationships with team members, stakeholders and clients
- Confidently communicates messages in a clear and concise manner using appropriate language

Exhibits Personal Drive and Professionalism

- Acts with integrity & promotes consistency among principles, organisational values and ethical behaviour
- Provides impartial and forthright advice. Challenges issues constructively and justifies own position when challenged. Acknowledges mistakes and learns from them
- Persists and focuses on achieving objectives in difficult circumstances responding in a positive and controlled manner
- Self evaluates performance and seeks feedback from others. Recognises how behaviour impacts on others. Committed to self development
- Contributes to a culture that values and respects diversity and models this in all interactions
- Ensures standards for the safety and wellbeing of self and others are maintained