



## Ticketing Director & Assistant Venue Manager (Systems & Operations) – Park City Performing Arts

The **Ticketing Director** is responsible for managing all aspects of the ticketing system to ensure a seamless experience for members, sponsors, and event attendees. This role will work closely with the ticketing platform, handle special ticketing requests, and oversee ticket allocations for various events. The specialist will provide exceptional customer support, manage event-day logistics, and ensure all ticketing operations run smoothly.

This full-time, year-round position requires in-person presence at least twice a week and availability for all performances, including evenings, weekends, and some holidays.

### Duties & Responsibilities:

#### Ticketing & Event Setup:

- Manage all ticketing systems, ensuring smooth operations for Park City Performing Arts events.
- Coordinate with Showpass to set up events, including ticket tiers, pricing, and promotions.
- Ensure member and sponsor ticket allocations are accurately processed and recorded.
- Track and manage lawn passes, complimentary tickets, and reserved seating assignments.
- Generate and distribute special access passes, discount codes, and group sales tickets.

#### Customer Service & Sales Support:

- Provide customer support for ticketing inquiries via phone, email, and in-person.
- Assist with ticket sales, troubleshooting issues, and processing refunds or exchanges when necessary.
- Maintain excellent customer relations, ensuring a smooth ticket-purchasing experience for patrons.
- Handle VIP and sponsor ticketing requests, ensuring they receive priority access and concierge-level service.



#### Event-Day Ticketing Operations:

- Oversee box office operations during events, including will-call, walk-up sales, and check-ins.
- Assist in setting up and managing mobile and digital ticket scanning systems at venues.
- Coordinate with the front-of-house team to ensure smooth audience entry and minimize wait times.
- Handle last-minute ticketing requests and seating adjustments during events.
- Troubleshoot ticketing system issues on-site and escalate problems as needed.

#### Data Management & Reporting:

- Track ticket sales, attendance, and audience demographics, providing regular reports to leadership.
- Monitor ticketing trends, sales pacing, and customer purchasing behavior to recommend pricing adjustments.
- Maintain an updated database of patrons, members, sponsors, and donors for targeted marketing efforts.
- Assist in analyzing event revenue and post-event reports to refine future sales strategies.

#### Marketing & Promotional Support:

- Work closely with the Marketing and Development teams to coordinate ticketing promotions, discounts, and presale campaigns.
- Assist in the distribution of promotional codes to targeted audience groups.
- Ensure sponsor and VIP guests receive early access and special offers in alignment with partnership agreements.
- Support group sales and outreach efforts, working with community organizations, schools, and businesses.

#### Collaboration & Training:

- Train event staff and volunteers on ticketing procedures, scanning technology, and customer service protocols.
- Work closely with venue staff, security, and front-of-house teams to ensure smooth event operations.



- Maintain compliance with box office policies, ADA seating requirements, and industry best practices.

## **Additional Areas of Responsibilities**

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### Systems Administration & Platform Management

- Act as the internal administrator for the ticketing platform, managing system standards, access permissions, and platform configurations.
- Maintain consistency in ticketing structures across events, seasons, and venues.
- Coordinate directly with the ticketing platform provider on system-level updates, troubleshooting, and feature use.

### Data Integrity & Reconciliation

- Reconcile ticket sales, attendance, scans, and complimentary tickets to ensure accuracy across reports.
- Maintain internal records for post-event analysis, sponsor reporting, and financial review.
- Review ticketing data for discrepancies and resolve issues prior to final reporting.

### Sponsor & Membership Fulfillment Tracking

- Track sponsor, donor, and membership ticket usage to ensure benefits are delivered as intended.
- Monitor unredeemed or misused allocations and assist with resolution when needed.
- Support the Development staff with ticket usage summaries and fulfillment tracking.



## Revenue Protection & Access Control

- Monitor complimentary, sponsor, and discounted ticket usage to prevent over-allocation or misuse.
- Support management of ticket holds, releases, and access controls to meet revenue goals.
- Assist with designing and adjusting seating maps to reflect venue layouts, grading changes, and ticket scaling needs.

## Operational Scaling & Multi-Venue Support

- Support ticketing operations across multiple venues, seasonal programming, and varying event formats.
- Adapt ticketing processes for differing capacities, layouts, and access requirements.
- Assist with post-event settlement preparation and attendance verification.
- Support on-site operational setup as needed, including connectivity and technology requirements for ticketing and scanning.
- Support ticketing and operational needs for fundraising events and special programs, including donor-focused initiatives.

## Process Documentation & Staff Enablement

- Develop and maintain internal documentation for ticketing and box office procedures.
- Build and maintain internal systems, tracking tools, and workflows to support ticketing, reporting, and seasonal operations.
- Support training consistency by documenting workflows and common scenarios.



- Serve as a resource for staff and volunteers regarding ticketing procedures.

#### Artist Care & Hospitality Support

- Assist with artist care during the winter season, including venue and hotel pickups and drop-offs as needed.
- Support green room setup, hospitality needs, and artist amenities prior to performances.
- Assist with preparing and distributing artist welcome materials and gift bags.
- Coordinate with venue staff to ensure artists are supported on show days.

#### Marketing Content & Social Media Support

- Assist with creating basic social media content, including graphics and short-form videos for event promotion.
- Support scheduling and posting of social media content in coordination with the Marketing team.
- Assist with on-site content capture as needed to support promotional efforts.

#### Position Requirements:

- Full-time, year-round role with in-person presence at least twice a week.
- Must be available for all shows, including evenings, weekends, and holidays.
- Strong customer service and problem-solving skills.
- Proficiency in technology platforms.
- Must know Google Drive and Google Suite
- Experience with event operations, box office management, or sales is a plus.
- Ability to multitask, stay organized under pressure, and work in a fast-paced environment.
- Passion for the performing arts and commitment to providing a positive patron experience.



- **Informal cross-department problem-solving / “catch-all” ops support**

Compensation:

- \$65,000 - \$75,000 Salary, Depending on experience

Work Environment:

- Work remotely with occasional on-site event attendance.
- Availability on weekends and holidays to cover events and post in real-time.