



TaurangaCity

Job description

Title	Marketing & Ticketing Manager
Number	2VE219 / 101108
Group	Regulatory & Community Services
Division	Community Hubs, Arts, Heritage & Events
Reports to	Baycourt Community & Arts Centre Manager
Direct reports	Ticketing Coordinator, Marketing Coordinator
Date	16/09/2026

Job holder commitment

The job holder accepts as a fundamental requirement of their employment that they must demonstrate a personal commitment to:

- modelling organisational values at all times
- a safe and healthy work environment
- assisting Council to fulfil its Civil Defence responsibilities

Job purpose

The primary purpose of this role is to lead Baycourt's marketing and ticketing functions. The role is responsible for driving attendance, revenue growth, brand awareness, and community engagement across events, programmes, venue hire activities, and community initiatives.

Key outcomes

The Marketing & Ticketing team has strong and effective leadership.	• Provide leadership, support and development opportunities for your team. • Effectively lead the team to deliver agreed programmes and services, including fostering a culture of innovation, accountability and collaboration. • Model and champion Baycourt's team values.
Effective and fit-for-purpose business strategies deliver successful outcomes for Baycourt, its clients and the community.	• Review, develop and implement effective marketing and ticketing strategies to increase audience engagement/awareness, drive ticket sales, enhance the patron and client experience, build and understand audience data insights and elevate Baycourt's profile on a local and national level. • Collaborate with the Marketing Specialist in the Venue & Events division to ensure strategies are integrated with the wider Venue & Events strategy and other relevant Council marketing initiatives and guidance.

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	• Monitor industry trends and identify opportunities to increase engagement and attendance.
Clients experience an exceptional level of service when engaging with Baycourt .	• Ensure the Marketing & Ticketing team provides consistently professional marketing and ticketing services and insights to clients and audiences. • Ensure Baycourt's marketing and ticketing strategies and package of support is communicated to clients and that a suite of local marketing options are available to local, national, and international events. • Support the Marketing Coordinator to develop and deliver effective marketing campaigns for 'Baycourt Presents' events and initiatives.
Cultivate relationships that are trusted, sustainable and effective.	• Develop and maintain strong relationships with internal and external stakeholders e.g. media agencies, ticketing providers, the national venues network, clients (local, national and international), internal Council departments and industry suppliers.
Audience development.	• Lead audience development initiatives that attract new audiences, strengthen patron loyalty, and support Baycourt's accessibility, inclusion, and community engagement objectives. • Oversee CRM and database marketing activities, using audience segmentation, customer insights, and purchasing trend analysis to inform marketing strategies and enhance customer engagement.
Provide accurate and timely financial and reporting information.	• Prepare accurate reporting and performance analysis for senior management on a regular basis. • Successfully monitor and manage the financial aspects of the Baycourt marketing and ticketing budgets, in accordance with Baycourt's business plan. • Identify opportunities for revenue growth and sponsorship support.

The job description is not an exhaustive list of requirements. The job holder will be required to perform tasks assigned to them that are not explicitly described in this document.

Person specifications

Essential
• Tertiary qualification in marketing/communication and/or business management or relative years' experience in event marketing. • At least 2 years' experience leading a team or project teams responsible for achieving sales targets or project objectives across a portfolio of events, venues or similar. • At least 5 years' experience of developing and/or managing integrated marketing campaigns and budgets . • Proven ability to use customer data and insights to drive business outcomes. • Sound understanding of digital marketing principles and techniques, including social media. • An understanding of ticketing systems and platforms.

Desirable
• Experience within performing arts, events, entertainment, cultural, tourism, or venue management sectors. • Knowledge of the New Zealand performing arts or venues sector.

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Our values

Pono / Integrity

We do what we say we will do

Manaakitanga / Respect

We listen to all views and show we care

Whāia te tika / Service

We do the right thing for our community
and each other

Whanaungatanga / Collaboration

We work together and create connections