

Role Description

Ticketing and CRM Specialist



Role Description Fields	Details
Department/Agency	Australian Museum
Division/Branch/Unit	MEE/Visitor Experience and Engagement
Role number	51007967
Classification/Grade/Band	Clerk Grade 5/6
Senior executive work level standards	Not Applicable
OSCA Code	261111
PCAT Code	2326423
Date of Approval	26 May 2026
Agency Website	https://australian.museum

Agency overview

The Australian Museum acknowledges that we operate on the lands, waters and skies of many First Nations Peoples. As Australia's first museum, we share the responsibility of advocating for Country and honouring First Nations Peoples and knowledges.

The Australian Museum (AM) operating within the NSW Department of Creative Industries, Tourism, Hospitality and Sport cluster, is the first museum in Australia and was founded in 1827. The AM provides access, engagement and scientific research to increase our understanding of natural history and culture, particularly of the Australasian region. The AM holds more than 22 million objects of biological, geological and cultural collections and develops programs, exhibitions and school and community education initiatives onsite, online and offsite.

The AM mission is: To ignite wonder, inspire debate and drive change.

The AM vision is: To be a leading voice for the richness of life, the Earth and culture in Australia and the Pacific. We commit to transform the conversation around climate change, the environment and wildlife conservation; be a strong advocate for First Nations' culture; and continue to develop world-leading science, collections, exhibitions and education programs.

For more information, visit the website.

The AM supports a diverse workforce and promotes applications from all ages and genders, Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse groups, the LGBTQIA+ community, veterans, refugees and people with disabilities.

Primary purpose of the role

The primary purpose of this role is to support the effective operation, optimisation and continuous improvement of the Museum's Tessitura CRM and ticketing systems. The role is responsible for coordinating and implementing ticketing and CRM solutions that support exhibitions, programs, membership, events and visitor experiences, while ensuring system integrity, data quality, operational efficiency and a high standard of customer service.

Working collaboratively across the Museum and with external stakeholders, the role provides specialist operational and technical support, contributes to system enhancements and process improvements, and supports the successful delivery of organisational priorities through best practice CRM and ticketing operations.

Key accountabilities

- Develop and maintain strong stakeholder relationships to support excellent customer service outcomes and the effective use of the Tessitura CRM and ticketing systems.
- Collaborate across the Museum to identify and implement process improvements, system enhancements and new functionality relating to CRM, ticketing, reporting, hardware and operational processes.
- Maintain and adhere to established best practice ticketing and membership approaches for exhibitions, programs, VIP and member events, including ticket builds and associated system configuration, while contributing improvement recommendations to the Ticketing and CRM Manager.
- Support the communication, implementation and adoption of new ticketing and CRM processes and procedures across the organisation.
- Coordinate fee-for-service development and system customisation projects with external contractors, including functional reviews and testing in consultation with Tessitura, developers and the Ticketing and CRM Manager.
- Maintain the quality, integrity and accessibility of CRM data, reporting and analytics to support operational and business needs.
- Provide operational and business-as-usual support to the Ticketing and CRM Manager and wider Tessitura team.
- Support the maintenance of ticketing equipment and assist in resolving operational and technical issues to support continuous improvement initiatives.

Key challenges

- Balancing competing priorities, operational support activities, process improvements and system enhancement work within a small specialist team supporting organisation-wide CRM and ticketing operations, while responding to changing organisational demands and stakeholder expectations.
- Managing the delivery and implementation of complex exhibition ticket builds, system configurations, new functionality and process improvements within an established CRM environment, while ensuring operational efficiency, system integrity and a strong customer experience.
- Developing and maintaining specialist knowledge of the Tessitura CRM ecosystem, associated integrations and exhibition ticketing functionality to effectively troubleshoot issues, coordinate resolutions with internal and external stakeholders, and identify opportunities for continuous improvement. Supporting a diverse user group across the organisation with varying operational requirements, technical capability and competing priorities, while maintaining effective stakeholder engagement and promoting best practice use of CRM and ticketing systems.

Key relationships

Internal

Who	Why
Manager Ticketing & CRM	<ul style="list-style-type: none">• Escalate issues, keep informed, advise and receive instructions.• Inspire and motivate team, provide direction and manage performance.• Support direct manager in escalation paths and communication with third party vendors.
Ticketing & CRM Team	<ul style="list-style-type: none">• Participate in meetings to represent work group perspective and share information.• Participate in discussions and decisions regarding implementation of innovation and best practice.• Work across shared projects and event ticket builds.
Head of Visitor Experience & Engagement	<ul style="list-style-type: none">• Escalate significant issues and keep informed of operational matters as required.
Internal Staff	<ul style="list-style-type: none">• Resolve issues and provide solutions to problems.

Who	Why
	<ul style="list-style-type: none"> • Ensure compliance with agency and sector rules and standards. • Understand function and processes for business units using Tessitura CRM to support their use of the system.
Visitor Services Manager	<ul style="list-style-type: none"> • Maintain relationship with Front of House (FOH) manager and support with Ticketing System technical knowledge and setup

External

Who	Why
Sydney Opera House	<ul style="list-style-type: none"> • Represent the Museum at relevant meetings and maintain relationships with external vendor and support teams.
Tessitura Network	<ul style="list-style-type: none"> • Work on shared upgrade and customisation projects.
Other Vendors and Developers	

Role dimensions

Decision making

This role has autonomy and makes decisions under their direct control and refers to the team leader decisions that require significant change to outcomes or timeframes; are likely to escalate or require submission to a higher level of management. This role is accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

- Determine and recommend fit-for-purpose CRM and ticketing solutions that align with operational requirements, customer experience objectives and organisational priorities.
- Prioritise competing operational support requests, exhibition delivery requirements, system enhancements and process improvement initiatives within a small specialist team environment.
- Make informed decisions relating to exhibition ticket builds, system configuration and operational processes to ensure accuracy, compliance and successful delivery outcomes.
- Assess and escalate operational, technical and system issues as required, including engagement with the Ticketing and CRM Manager, external vendors and third-party providers.
- Provide guidance and recommendations to stakeholders on best practice use of the Tessitura CRM and ticketing systems, balancing business needs with system capability and operational constraints.

Reporting line

Manager, Ticketing and CRM

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Minimum three years' experience working with a CRM system, Tessitura preferred, ideally in a front-end user support capacity.
- Experience in the elicitation, definition and negotiation of business requirements across teams.
- Understanding of ticketing operations and sales reporting.
- Experience coordinating external developer resources, including functional review and testing.



- Experience working within a cultural institution highly desirable.

Capabilities for the role



The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.





The capabilities are separated into **focus capabilities** and **complementary capabilities**.

Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"> • Be open to new ideas and approaches and adapt to new situations • Offer your opinion, ask questions and make suggestions • Do not give up easily when challenges arise • Be respectful and considerate in challenging situations • Ask for help when you don't know something 	Foundational
 Relationships	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> • Take responsibility for delivering high-quality customer-focused services • Design processes and policies based on the customers' experience and engage people with lived experience to inform service improvements • Create opportunities to learn about and measure what is important to customers by engaging with a wide range of customer experience • Use customer data, feedback and insights to improve service delivery • Find opportunities to collaborate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in your area of expertise • Connect and collaborate with relevant customers from the community 	Adept






Capability group/sets	Capability name	Behavioural indicators	Level
 <p>Relationships</p>	<p>Work Collaboratively</p> <p>Collaborate with others and value their contribution</p>	<ul style="list-style-type: none"> • Build a supportive and collaborative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by working together effectively • Share information with others to solve problems together • Support others in difficult situations • Use collaboration tools, including digital technology, to work effectively with others 	Intermediate
 <p>Results</p>	<p>Deliver Results</p> <p>Achieve results by using resources efficiently and committing to quality outcomes</p>	<ul style="list-style-type: none"> • Use your own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Ensure staff understand expected goals and acknowledge staff success in achieving these • Identify the resources people need and ensure goals are achieved within budget and on time • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the way resources are allocated meets new business needs • Ensure you budget for and clearly state the financial impacts of new priorities 	Adept
 <p>Results</p>	<p>Think and Solve Problems</p> <p>Think, analyse and consider the broader context to develop practical solutions</p>	<ul style="list-style-type: none"> • Understand a problem or explore an opportunity by finding data that is relevant, trustworthy and high quality • Research and analyse information to make recommendations based on relevant evidence • Identify and find appropriate solutions for issues that may stop people from completing their tasks • Be willing to seek others' input and share your ideas to achieve best outcomes • Come up with ideas and identify ways to improve systems and processes to meet organisational and customer needs 	Intermediate
 <p>Business Enablers</p>	<p>Technology</p> <p>Understand and use available technology to maximise efficiencies and effectiveness</p>	<ul style="list-style-type: none"> • Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Use available technology to improve individual performance and effectiveness • Use records, information and knowledge management systems effectively • Support system improvement initiatives and new technology when it is deployed 	Intermediate





Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> Identify where technology or automation supports tasks, and raise issues when applications may be inappropriate or inaccurate 	

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identify performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes, however, may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
 Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Foundational
 Personal Attributes	Manage Self	Be persistent, self-reflect and commit to learning	Intermediate
 Personal Attributes	Value Diversity and Inclusion	Be inclusive and respect diverse backgrounds, experiences and perspectives	Foundational
 Relationships	Communicate Effectively	Communicate clearly, pay attention to others and respond with understanding and respect	Intermediate
 Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate

Capability group/sets	Capability name	Description	Level
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
 Results	Demonstrate Accountability	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Intermediate
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
 Business Enablers	Procurement and Contract Management	Understand and use procurement processes to ensure effective purchasing and contract performance	Foundational
 Business Enablers	Project Management	Understand and use effective ways to plan, coordinate and control projects	Foundational