

POSITION DESCRIPTION

Role Title	Visitor Experience Manager
Reports to	Relevant Department Director
Contract Period	Full-time Variable Hours, Ongoing
Classification	MRC EA 5.1 + Superannuation Guarantee
Date	January 2026

About Melbourne Recital Centre

Melbourne Recital Centre is an award-winning live music venue, where artists and audiences build a lifetime of experiences. We strive to create wonder for everyone, in and beyond the Centre and inspire our community through music.

With a unique focus on music, the Centre presents and hosts hundreds of concerts each year, representing the pinnacle of the art form as practiced by local and international performers traversing all genres of music. And our impactful learning and access activities provide opportunities for Victorians of all ages and backgrounds to experience and engage with music and the Centre in new and exciting ways.

We acknowledge the traditional owners on whose land Melbourne Recital Centre stands – we pay our respects to Melbourne’s First People, to Elders past and present, and to our shared future.

Our Vision

A future where music and storytelling are fundamental to everyone’s lives.

Our Purpose

We amplify Australia’s diverse music ecology to connect people and inspire positive change.

Our Values

Ambition: We experiment, ideate, and innovate with energy and enthusiasm.

Creativity: We are creative on and off stage to unlock new possibilities.

Collaboration: We are curious and connected, finding strength in sharing and learning.

Enrichment: We work to ensure artistic, social, financial, and environmental benefit.

Inclusivity: We champion accessibility and diversity so everyone feels welcome.

Integrity: We are honest, transparent, trustworthy, generous, and kind.

Our Ethos

Music is a universal language. It’s the heart and soul of what we do and has the power to unite, transform and transcend. We’re for the music-lovers, the music-makers and the sound creators, the administrators, and the operators, who unite to make music accessible for all.

PRIMARY PURPOSE

The Visitor Experience Manager champions and shapes visitor experience across the Centre. The Visitor Experience Manager provides end to end operational leadership of the Visitor Experience team to deliver a consistently superb experience for our visitors.

This role manages the Centre's visitor feedback, membership program and oversees all Front of House and Box Office operations. Clear communication, collaboration and people management are key aspects of the role which leads a large diverse team of Visitor Experience roles.

Working collaboratively across the organisation, the Visitor Experience Manager will design and deliver visitor-centric services, products and experiences which support Melbourne Recital Centre's values, strategy and corporate plan.

ACCOUNTABILITIES

Strategic Leadership / Team Management

- Lead, manage and motivate the Visitor Experience team including resource planning, team training, development and performance management.
- Strategic Planning: Work collaboratively with Marketing, Programming, Ticketing Services and Operations teams to support the strategic development and delivery of the Centre's annual program including subscription seasons.
- Process Development: Drive the ongoing review of Visitor Experience procedures to support consistent service delivery. Provide sector expertise for the development of organisational policies. CRM and Digital Platforms: Lead the day-to-day management of CRM and related platforms to ensure security, privacy and integrity of customer, visitor and partner data, including monitoring vendor partner compliance with data protection standards in collaboration with IT.
- Digital Asset Management: Contribute to the strategic roadmap of VX technologies, such as Box Office systems, ticket scanners, tablets, telephony and other relevant IT services.
- Budget Management: Develop, monitor and maintain departmental budgets, including equipment and personnel costs. Track and negotiate expenditures and identify cost-saving opportunities while maintaining service standards.
- WHS Compliance: member of the WHS Committee and HSR rep for Visitor Experience – this role will provide support to Head of Ops / Technical Manager with evacuation training whilst working collaboratively with internal teams to maintain the safety, security and cleanliness of the Centre's public spaces for visitors and staff.

Visitor Experience Operations

- Box Office: Lead the delivery of all Box Office services for the Centre, supporting operational excellence that aligns with LPA's Ticketing Code of Practice and Australian Consumer Law.
- Front of House: Lead the delivery of all Front of House services for the Centre, promoting a seamless onsite experience.
- Training: Provide regular training and coaching to the Visitor Experience team to support the highest level of professionalism.
- Rostering: Oversee the efficient and effective rostering of the Visitor Experience team.

- Event preparation: Liaise with internal teams to ensure that information relevant to Visitor Experience is effectively communicated and actioned. For complex events, with the support of Concert and Event Managers, meet with artists and presenters to ensure event specifications are met across all VX accountabilities.
- Ticketing Services: work closely with the Ticketing Services Manager to ensure the delivery of high quality ticketing services and associated sales support.

Communication with Impact

- Customer Service : Provide high-level visitor experience and customer service expertise across all customer touchpoints, considering and advocating for the needs of our diverse audiences.
- Stakeholder Management: Liaise with internal and external stakeholders to guide VX team activities and outputs.
- Membership Program: Develop and deliver an annual Membership Program, collaborating with internal teams to develop strategies to deepen our engagement and grow our membership base.
- Access and Inclusion: Champion accessibility and inclusion to ensure that all visitors can participate and access events and services at the Centre.
- Food, Beverage and Retail: Liaise with vendors and retailers engaged by the Centre to ensure consistent and coordinated visitor experience.
- Stakeholder Relations: Build and maintain professional networks with external stakeholders, industry contacts, and relevant authorities

Other

- Health & Safety: Maintain and observe all current Health and Safety policies and procedures and take reasonable care for own health and safety and that of other persons that may be affected within the MRC in accordance with the MRC's Health and Safety policies and procedures.
- Service Excellence: Actively promote and represent the Melbourne Recital Centre's principles of service excellence. Ensure all activities comply with Melbourne Recital Centre values, policies, professional and ethical standards.
- Professional Conduct: Foster constructive relationships with internal and external stakeholders, promoting collaboration, trust, and a positive team culture aligned with organisational values.
- Confidentiality: In this position you will come into contact with a large amount of information, interact with a range of stakeholders, and be privy to a range of commercial-in-confidence issues that must be treated with strict confidentiality and sensitivity. The incumbent must have the ability to exercise a high level of judgement and maintain confidentiality when dealing with these issues.
- Manage customer feedback and resolution: Oversee the framework and support workflow resolution including escalation where required.

KEY RELATIONSHIPS**Internal:**

- Relevant department Director daily)
- Visitor Experience Coordinator (daily)
- Front of House and Box Office team (daily)
- Ticketing Services Manager (daily)

- Ticketing Services Coordinator (as required)
- Marketing and Visitor Experience team (daily)
- Operations and Production team (daily)
- Programming and Venue Hire team (regularly)
- Other Melbourne Recital Centre staff (as required)

External:

- Melbourne Recital Centre visitors (daily)
- Food and beverage and retail providers (regularly)
- National and international artists and presenters (as required)
- External contractors, suppliers and associated third parties (as required)

KEY SELECTION CRITERIA

Essential

- Extensive experience in the successful management of the full range of front of house and box office operations, experience in the management of events and functions, preferably within a live music or performing arts environment.
- Demonstrated experience managing and motivating a large, diverse team including full time, part time and casual employees.
- High level of IT literacy with knowledge and experience in using:
 - CRM and ticketing software (Tessitura CRM preferred)
 - Microsoft office suite including teams
 - Aptitude to learn Artifax venue management software
- Demonstrated skills in evaluating and developing customer service functions and workflows with audience-first approach and a solid understanding of visitor and consumer behaviour.
- Highly developed interpersonal and negotiation skills, as well as high standards of personal presentation and the ability to build and grow working relationships with a wide range of stakeholders both internal and external
- Excellent organisation skills with demonstrated ability to review workloads, set priorities, and complete tasks within specified timeframes, maintaining attention to detail.
- Demonstrated ability to problem-solve and apply policies and procedures in challenging situations.
- Demonstrated ability to interpret and report visitor data, developing actions based on insights.
- High level of self-awareness and compassion; a calm, professional approach under pressure, and an empathetic, conciliatory approach to resolving customer service issues that may arise.

Desired

- Knowledge and/or affinity with diverse range of musical genres (classical and popular) or the performing arts or a willingness to learn.

Qualifications / Experience / Certifications

- Proven experience leading venue and event operations in creative industries
- A hands-on leader who's comfortable being on the floor, on your feet and in the action
- First Aid / CPR certification (or willing to undertake in induction)

- Fire Warden certification (or willing to undertake)
- HSR certification (or willing to undertake)

OTHER RELEVANT INFORMATION

- The position is based at 31 Sturt Street, Southbank.
- The recommended applicant is required to undertake and maintain a Nationally Coordinated Criminal History Check (NCCHC), a Working with Children Check (WWCC), a Victorian Responsible Service of Alcohol Certificate (RSA) and hold valid working rights.
- The position may be expected to work non-standard business hours in support of delivering evening events.
- Melbourne Recital Centre is an Equal Opportunity Employer.
- Melbourne Recital Centre offers an inclusive workplace that promotes and values diversity. We welcome and encourage applications from people of all backgrounds, ages, religions, including Aboriginal and Torres Strait Islander Peoples, LGBTQIA+ people, those with disability, women and people with cultural or linguistically diverse background. We embrace flexibility as a key principle to allow our people to manage the changing demands of work, personal and family life.
- Melbourne Recital Centre provides a smoke free environment.

WHS RESPONSIBILITIES

In the context of Occupational Health and Safety policies, procedures, training, and instruction, as detailed in Section 25 of the Occupational Health and Safety Act 2004, employees are responsible for ensuring that they:

- Follow reasonable instruction
- Cooperate with their employer
- Maintain and observe all current Health and Safety policies and procedures
- At all times, take reasonable care for own health and safety and that of other persons that may be affected within the Workforce