

Accessibility

If you prefer to have this document in an alternative format, please email rramachandran@luminato.com

Audio transcript or ASL video available on demand.

Application Formats

Applications can be in point form, through video and/or voice memos.

For those selected for an interview:

- ASL interpretation available on request.
- Captions available on Zoom.
- Option for phone interview.
- Other accommodation available on request.

We believe in creating spaces where anyone can be involved, engaged, empowered, and inspired. Luminato Festival adheres to Accessibility for Ontarians with Disabilities Act (AODA) and will work proactively through all stages of recruitment to create a barrier free hiring process and will provide accommodations as required. To request accommodations please email Executive Office Manager, Rekha Ramachandran (rramachandran@luminato.com).

Luminato Festival is deeply committed to being accessible and anti-racist, both in the workplace and through the programming. We are committed to amplifying QTBIPOC voices and enhancing accessibility on stage, for our audiences, and for our staff. Selection decisions are based solely on job-related factors.

What's Luminato Festival?

Luminato Festival transforms the people, places, and possibilities of Toronto with extraordinary art experiences. Every June we present bold, playful, and of the moment art for all to enjoy. Distinctly Toronto, proudly Canadian and totally Global, we welcome the world to explore our streets, stages and stories.

The Role: TICKETING & DATA MANAGER

We are looking for an experienced and organized ticketing and data analysis professional to join our team. In this role, you will have an opportunity to directly impact the growth and culture of the company by supporting a seamless, inclusive and high-quality experience for audiences while also generating accurate, actionable insights that inform business decisions across all areas of the organization.

Functional Area: Administration / Marketing

Role Type: Administrative

Salary: \$70,000-\$75,000 PA

Start Date: September 2026

Roles and Responsibilities:

Ticketing Operations & System Management

- Manage the ticketing setup, maintenance, and optimization of Luminato's in-house ticketing system (Spektrix).
- Implement operational workflows and best practices for internal and external ticketing.
- Monitor and respond to sales trends with appropriate strategies (e.g. promotions, dynamic holds, yield adjustments).

Customer Experience & Support

- Champion a seamless and accessible customer journey across all touchpoints.
- Address and resolve escalated customer service issues with care and professionalism.
- Collaborate with the Marketing & Development teams on audience communications, discount strategies, concierge services and partner activations.

Box Office Management

- Hire, train, and supervise seasonal ticketing and box office staff.
- Oversee day-to-day box office operations, including staffing schedules, sales reconciliation, and reporting.
- Liaise with venue box offices to ensure consistent policies and smooth operations.

Data & Analytics

- Design and maintain Luminato's data architecture, ensuring clean, reliable, and compliant audience data.
- Analyze ticket sales, engagement trends, and audience demographics.
- Build and maintain dashboards, custom reports, and other reporting tools to support data-informed decisions across departments.

- Forecast ticket sales and inform pricing strategies using historical and predictive data models.

Database Management

- Oversight and administration of the Spektrix database ensuring its accuracy, integrity, security, data hygiene and compliance with charitable regulations and accounting standards.
- Access data integrity and accuracy on an ongoing basis taking necessary steps to address deficiencies.

Financial Forecasting & Reporting

- Develop pricing strategies informed by current market landscape trends, international touring/showing data, and venue-specific considerations to optimize revenue and audience accessibility.
- Reconcile internal and external sales reports and support financial close processes.

External Ticketing Services

- Manage ticketing services for external clients and events, including setup, reporting, and client support.
- Create pricing and service models for ticketing partnerships.
- Ensure service level agreements are met, and relationships with external partners are positive and productive.

Off-Season & Strategic Planning

- Conduct post-festival analysis and lead the ticketing and audience data debrief process.
- Evaluate and implement new features, tools, or integrations for Spektrix
- Document learnings and refine ticketing and data strategies for future festivals.
- Stay informed on industry best practices, compliance standards, and technology trends.

Internal Collaboration

- Work cross-functionally with Marketing, Programming, Development, and Finance.
- Support audience engagement initiatives by providing segmentation and reporting.
- Liaise with external vendors, artists, and venue partners to ensure accurate setup and timely support.
- Lead staff training on ticketing and data systems.

What You Must Have:

- 5+ years of professional experience in ticketing operations, CRM/database management, data analysis, or box office management—preferably within a live event, performing arts, or festival environment.
- Hands-on experience with ticketing and CRM platforms
- Ability to manage system configuration, troubleshoot technical issues, and evaluate new tools and features.
- Demonstrated ability to collect, clean, interpret, and visualize data using tools such as Excel, Google Looker Studio, Power BI, or Tableau.
- Strong project management skills with experience coordinating multi-departmental initiatives or system implementations.
- Experience with data privacy compliance standards (e.g., CASL, GDPR).
- Experience managing seasonal teams, frontline staff, or client-facing services.

- Excellent written and verbal communication skills, with the ability to explain technical concepts to non-technical colleagues.
- Interest in and enthusiasm for the arts

It Would Be Nice If You Had:

- Spektrix experience is a strong asset.
- Previous arts, non-profit and/or festival experience
- Familiarity with audience engagement strategy, pricing models, and revenue forecasting in the arts or non-profit sectors is a plus.

Why Luminato Festival?

- **Commitment to your development and growth.** Regular internal trainings in topics such as anti-racism, disability awareness and leadership as well as self-led professional development opportunity support.
- **Great culture.** We strive to create a supportive and understanding environment at Luminato. Our work environment is relaxed, and our hours are flexible, outside of the expectation to be online/available between the hours of 10am and 3pm.
- **Work-life Balance.** Many employee-led social and wellness initiatives that all staff are encouraged to participate in. You will receive a minimum of 15 vacation days per year with added time off around the holidays, as well as sick days, personal days and spiritual days.
- **Hybrid work environment.** Luminato operates in a hybrid work environment with office space on the 4th floor of the TIFF Lightbox, 350 King Street West. Our office is transit accessible, comfortable, and has a great view of the city! We require a minimum of 2 days in the office.
- **Incredible Team.** We have a dynamic, resourceful, talented, and collaborative team here at Luminato. We are a small but mighty team who are constantly finding new ways of working together and supporting one another to achieve our organizational and personal goals.

Want to hear more? Visit [our website](#) and learn more about our team.

How to Apply:

Please send your resume and cover letter in one PDF addressed to resume@luminato.com, subject line: Ticketing & Data Manager by **September 10, 2026 at 5 pm**. Please ensure your name is included in the PDF name.

We thank all applicants; however, only candidates selected for an interview will be contacted. Luminato Festival is an equal opportunity employer and encourages all qualified individuals to apply. Should you require accommodation during the assessment process, Luminato will work with you to meet your needs.