1. **POSITION DETAILS**

   - **Position Title:** Sales and Events Coordinator
   - **Division:** City Operations
   - **Unit:** Venue Management
   - **Management Level:** Worker

2. **ORGANISATIONAL RELATIONSHIPS**

   - **Position Title of Supervisor:**
     Business Development and Support Manager, Venue Management

3. **PRIMARY PURPOSE OF POSITION**

   Achieving the unit’s financial and corporate performance and reporting requirements through the management of sales, marketing and administration activities for the Venue Management unit’s indoor venues.

   **Sales**
   To achieving revenue budgets from venue hire and catering commission whilst ensuring community and stakeholder obligations are met.

   **Event Coordination**
   Implementation of, as well as day to day sales administration and event coordinator procedures, processes and systems to ensure that all services are provided in a competitive and efficient matter with an emphasis on continuous improvement.

4. **POSITION OBJECTIVES**

   The major objectives to be achieved by the person are to:

   **Venue Hire Sales**
   - Develop and manage sales processes to ensure sale targets, client requirements and contractual obligations are met.
   - Implement marketing activities to achieve greater awareness and drive venue hire sales.
   - Attend to venue hire enquiries, prepare venue hire quotes, administer venue hire contracts and respond to queries regarding facilities and resources.
   - Undertake client site inspections.
   - Assist with the administration of Major Venues Grant applications.
   - Build strong and productive relationships with businesses, community groups and key stakeholders.

   **Event Coordination**
   - Administer venue hire bookings in accordance with set procedures and Council policy.
• Administer client promotional opportunities including the City of Sydney ‘What’s On’ website listing and Sydney Town Hall ‘What’s On’ website listing.
• Ensure venue hire booking administration is complete prior to hand over to the Operations Team.
• Brief Operations Team on venue hire and event requirements as relevant information is acquired through the booking administration process.

Marketing
• Implement the agreed annual marketing plan for the indoor venues,
• Develop and enhance the reputation of the City of Sydney as a leader in venue facilities and related support services.

General
• Provide leadership (direction) for the Venue Management team to ensure that client requirements and contractual obligations are met.
• Assist with the coordination of the annual Sydney Town Hall Organ Recital Program.
• Assist with the coordination of City of Sydney Town Hall Christmas Concert.
• Allocate resources under the control of the position in an efficient manner.
• Ensure all communication both verbal and written is effective, professional and courteous, and prepared to the standard of the City of Sydney.
• Ensure all set deadlines are met with a high degree of accuracy in all work completed.
• To be held accountable for working conditions under the control of the position and for detecting any unsafe or unhealthy conditions or behaviour and to take immediate steps to investigate and rectify any risks to health, safety and welfare arising from any activity.
• Complete other duties associated with the position as required by the Venue Manager.
• Ensure all set deadlines are met with a high degree of accuracy in all work completed.

5. POSITION ACCOUNTABILITIES

Networking & Liaising
• Develop and maintain industry contacts and represent the City at various industry tradeshows and meetings.
• Develop and maintain relationships with other business units and internal stakeholders.
• Represent the City of Sydney at industry events, meetings and tradeshows.

Communication
• Regularly consult with relevant Venue Management staff on matters likely to affect the work of the individual / team / section or unit.
• Ensure all venue hire enquiry, sales and event coordination details are recorded timely and accurately in the Venue Management booking system.

Customer Relations
• Ensure hirers have ready access to information regarding venue specifications and conditions of use, and understand the booking process.
• Ensure all venue hire enquiries and requests are dealt with in a prompt and appropriate manner.
• Ensure feedback systems are in place for the monitoring of customer, patron and stakeholder satisfaction.
General
- Comply with and keep abreast of any relevant legislation applicable to the performance of the duties of this position.

6. **WORK HEALTH & SAFETY RESPONSIBILITIES**

Workers have an active role to play in the Safety Management System (SMS). Workers have the following responsibility, authority and accountability:

- Working safely so as not to put yourself or others at risk
- Stopping work in circumstances that are deemed an immediate risk to health and safety until a satisfactory solution is agreed/implemented
- Cooperating and complying with safe work method statements, policies and procedures and participating in their development
- Reporting all accident, incidents and hazards to your supervisor immediately and participating in accident/incident investigation and risk management activities
- Attending WHS training
- Complying with the requirements of the City’s Return to Work program

A full list of WHS responsibilities and accountabilities are available within the City’s SMS document; Responsibility, Authority and Accountability (RAA) Matrix.

7. **AUTHORITY TO ACT**

- The position holder has autonomy to liaise with stakeholders and other council business units within broad parameters of the Venue Management’s operations as determined by the Manager.
- The position entails significant responsibilities for interpreting, negotiating and resolving venue hire related problems and dealing with confidential and sensitive issues.
- The incumbent has the authority to take any reasonable steps to ensure that the smooth flow of operations is maintained providing the actions are consistent with the responsibilities of the position and subject to any limitations, corporate policies, procedures or safe work method statements.
- All personnel have the power to stop work in circumstances that are deemed an immediate risk to health and safety until a satisfactory resolution is agreed / implemented. Such circumstances may include life threatening situations or those that could result in loss of limb or other significant lost time injury.

8. **SELECTION CRITERIA**

- Extensive management experience in the sales and marketing within a unique venue environment, or multi-function venue or hotel.
- Ability to meet deadlines and display accuracy in all administration and correspondence.
- Highly developed communication skills both written and verbal, combined with the ability to liaise and negotiate with the public, business and a diverse range of interest groups and stakeholders.
- Well-developed computer skills: in particular Microsoft Excel and Word, and leading event management software such as EBMS.
- Demonstrate a commitment to Equal Employment Opportunity, Work Health and Safety and Cultural Diversity principles.