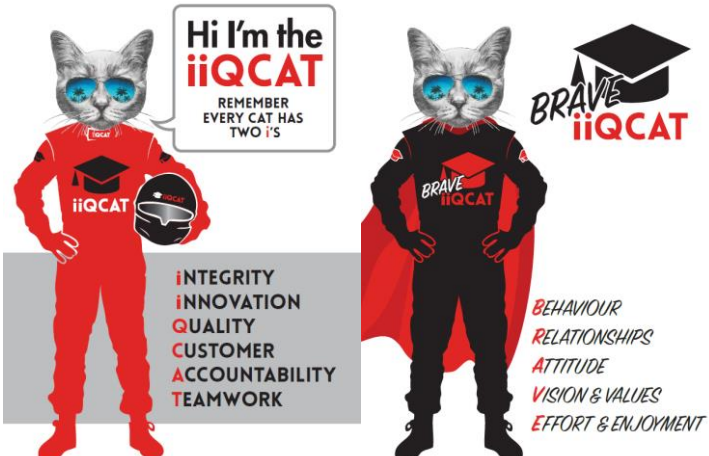


Position:	Manager – Activations, Sponsorship & Corporate Hospitality
Division:	Sales and Commercial
Department:	Sales, Commercial & Marketing
Reporting to	Division Manager – Sales and Commercial
Employment Type	Permanent

Key Relationships	<p>Internal</p> <ul style="list-style-type: none"> Activation/Account Management Team Business Development Team Commercial Operations Consumer Sales Infrastructure Venue Operations Marketing Communications Motorsport, Entertainment & Industry Safety and Risk Other internal stakeholders as relevant and appropriate <p>External</p> <ul style="list-style-type: none"> Event Partners, sponsors and hospitality clients Promotional Agencies as relevant to role Contemporaries/Peers within the event space Key suppliers and commercial partners Other stakeholders as relevant and appropriate
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Values	<p>Knowledge of and consistent demonstration of the Corporation's IIQCAT values: Integrity, Innovation, Quality, Customer, Accountability, Teamwork.</p> 
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Corporation Objectives	To promote Melbourne and Victoria via the staging of two international sporting events - the Formula 1 Australian Grand Prix at Albert Park and the Australian MotoGP at Phillip Island.
Governed by	The Corporation is governed by the Australian Grands Prix Act 1994 (Vic).
Standards of behaviour	The Code of Conduct for Victorian Public-Sector Employees governs the behaviour of all Corporation employees.
Human Rights	The Charter of Human Rights and Responsibilities Act 2006 is a Victorian law that sets out the basic rights, freedoms and responsibilities of all people in Victoria. The Charter requires the Corporation to act compatibly with human rights, and to consider human rights when developing policies, making laws, delivering services and making decisions.

Role Objectives	<p>This role is responsible for managing the activation and servicing of client accounts, and encompasses all AGPC assets and partnership opportunities, from corporate hospitality products to sponsorship activations.</p> <p>This role manages\overlooks the delivery the Activation Executives perform to ensure that AGPC clients receive the highest level of service and engagement in the delivery of contracted services. In doing so, this function plays a vital role in influencing client retention and resigning behaviours, and the function is incentivised on this basis.</p> <p>The role focuses on the following areas of activity:</p> <ul style="list-style-type: none"> - Delivery of sponsorship contractual rights and benefits - Delivery of corporate hospitality - Relationship/account management of sponsors - Development of legal briefs for sponsor contracts - Assisting Business Development team with proposals/quotations - Coordination of special events - Coordination of debrief documents - Management of the sales budget - Manage corporate suite design and fit out - Deliver on the execution and management of The Lounge, Formula One Paddock Club, Torque Bar and any other special project/corporate facility
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	<ul style="list-style-type: none"> - Manage budget cost control and expectations in accordance with delivery of Activations, VIP and Hospitality - Management of corporate suite capacities - Facilitation of operational processes, i.e. safety and insurance, accreditation, infrastructure ordering and planning, invoicing and other related administrative tasks <p>In overseeing these areas, the role manages and promotes team performance through:</p> <ul style="list-style-type: none"> - Allocating accounts in accordance with skill set, existing relationships and capacity - Monitoring and motivating for optimum performance, customer service and outcome delivery - Supporting, mentoring and empowering the activations team. - Proactive planning, management of timelines and issues, both on and offsite <p>In undertaking these functions, this role is part of a wider team which is expected to act as ambassadors for the Corporation, its events and products; and in doing so to set the benchmark in terms of professionalism and polish.</p>
Core Responsibilities	<p>RESPONSIBILITIES</p> <p>Work proactively with the Business Development Team to transition signed clients/partners to an appropriate relationship manager, as seamlessly and professionally as possible</p> <p>Engage in proactive and customer-focussed relationship management to promote long term engagement/retention and maximisation of revenue potential</p> <p>Work collaboratively with both the Activation and Sales Operations Teams to ensure accurate, timely and professional scoping, planning and delivery of client requirements.</p> <p>Play an active leadership role in delivery of event time client requirements</p> <p>Actively mentor less experienced team members, and support all team members to achieve common targets</p>

and goals, through supportive sharing of knowledge, ideas and leads.

Work collaboratively with the Engineering Team to ensure the delivery of corporate areas are presented in high standard.

Undertaking all housekeeping and administrative tasks required to maintain account management tools, systems and resources (E.g. database maintenance).

SKILLS AND EXPERIENCE

Significant experience within and event based account management role

Demonstrable skill and experience in managing sophisticated partnerships and activations

Well-developed lateral thinking and problem-solving skills

Outstanding interpersonal, networking, communication and relationship management skills

Demonstrable skills in time management, planning and strategic thinking, combined with strong commercial acumen

Integrity, focus and emotional maturity, combined with the ability to motivate and inspire both self and others

Superior organisation skills and attention to detail

The ability to combine a systematic and logical approach with broader strategic thinking

Immaculate and professional personal presentation.

At the reasonable request of your Division Manager; General Manager and/or the Chief Executive Officer, role responsibilities may be altered at any time. Changes will be tied to the Corporation's strategic objectives, workforce planning and the structural alignment of the Corporation.

Governance

Adhere to Corporation policies, procedures, and directives regarding standards of workplace behaviour in completing job duties and assignments.

Conducting every aspect of work in a trustworthy, reliable and transparent manner, and maintaining the highest ethical standards.

Customer Service

Putting internal and external customers first, building strong relationships and ensuring that the approach is responsive to the needs of the internal/external customer.

Encouraging openness and trust by sharing information widely, listening, welcoming constructive challenge and encouraging free dialogue.

Continuous Improvement

Taking initiative to improve operations/services/products and systems so that they are consistent with the Corporation's strategic direction and values; incorporating innovation and experimentation into daily work.

Health and Safety

To assist the Corporation in meeting its health and safety obligations you will be required to:

- Actively participate in the reporting of hazards, incidents and near misses.
- Take corrective action to address or mitigate any risks or hazardous situations throughout the course of your work.
- Take reasonable care for your own health and safety, and for the health and safety of others.
- Adhere to the Corporation's various policies, procedures, work practices and standard operating procedures.
- Perform your role in accordance with any specific responsibilities as outlined in the Corporation's safety management system.

To enable the Corporation to meet its obligations for providing a healthy and safe working environment for you, you must inform your manager of any issues which may impact your ability to safely perform your role.

Environmental Considerations

Cooperate with the Corporation regarding caring for the environment, by acting in a sustainable way and minimising environmental impact by adhering to the Corporation's policies, procedures and work practices.

PERSON SPECIFICATION

Qualifications and Experience	<p>Minimum of 7 years' experience in managing activations and sponsorship delivery.</p> <p>Minimum of 5 years' experience in account management roles.</p> <p>Minimum of 5 years' experience leading teams.</p>
Relevant Traits and Characteristics	<p>Customer Service</p> <ul style="list-style-type: none"> • Demonstrated achievement in and enthusiasm for the provision of quality customer service • Immediately respond to customers' needs or concerns to ensure the quality of service meets agreed standards <p>Teamwork, Adaptability and Resilience</p> <ul style="list-style-type: none"> • Demonstrated commitment to teamwork and the maintenance of a supportive work environment • Ability to work effectively as part of a team in a fast-changing environment • Keeping calm by demonstrating a capacity to positively deal with unanticipated problems and changing circumstances <p>Interpersonal, Verbal and Written Communication</p> <ul style="list-style-type: none"> • Well-developed written communication ability • Strong interpersonal and communication skills • An ability to liaise, negotiate and constructively provide and accept feedback from staff at all levels <p>Organisation and Planning</p> <ul style="list-style-type: none"> • Organisational and planning skills in managing a personal workload in a busy environment with conflicting demands • Ability to meet deadlines <p>Technology</p> <ul style="list-style-type: none"> • Experience in the use of Microsoft desktop products such as Word, Excel, Outlook and PowerPoint • Experience in information management systems, including internet and on-line environments <p>Continuous Learning and Professional Development</p> <ul style="list-style-type: none"> • Demonstrated commitment to continual professional and personal development

