


Position:	Senior Entertainment and Merchandise Coordinator
Division:	Entertainment
Department:	Motorsport, Entertainment & Industry
Reporting to	Manager – Entertainment & Fan Engagement
Employment Type	Long Term Contract

Key Relationships	<p><u>Internal</u></p> <p>Division Manager - Marketing Division Manager - Corporate Affairs and Communications Corporate Affairs & Communications Specialist Manager Consumer Insights and Marketing Manager - Brand and Advertising Manager – Digital Division Manager - Risk and Operations Venue Operations Managers and Coordinators Sales & Activations Department Division Manager – Infrastructure Infrastructure Department Legal Department Finance Department Other internal stakeholders as relevant and appropriate</p> <p><u>External</u></p> <p>Contracted Merchandise Provider Engineering Project Manager (APP) External Entertainment suppliers Harry the Hirer Promotional Personnel providers Event Sponsors Exhibitors VIP's/Riders/Drivers Key suppliers and commercial partners Other stakeholders as relevant and appropriate</p>
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Values	Knowledge of and consistent demonstration of the Corporation's IIQCAT values: Integrity, Innovation, Quality, Customer, Accountability, Teamwork.
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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>Working closely with other departments and as a key member of the Entertainment Team, the role's purpose is to effectively coordinate particular aspects of event content associated with the staging of the off-track entertainment at the Formula 1® Australian Grand Prix at Albert Park and the Australian Motorcycle Grand Prix at Phillip Island.</p> <p>This role requires focus on analysing research and marketing objectives to ensure the event delivery is in line with strategic and companywide objectives. While delivering exceptional customer service in combination with continuing to build strong relationships and communication across a wide number of all internal and external stakeholders, including the induction and training of contract staff joining the Entertainment Team in the lead up to and at both events as required.</p>
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	<p>With a high level of multi-tasking event logistics, this fast-paced role will add value and increase the event enjoyment and event experience for all patrons and stakeholders.</p> <p>Coordination in the development, planning, review and production of various key event and operations plans is required as well as appropriately managing safety and risk ensuring that stakeholders and patrons are comfortable within the environment of the event.</p> <p>Attention to detail is required to autonomously research, negotiate and contract innovative entertainment suppliers in consultation with AGPC Legal team to ensure value for money and the best prices a key objective. High awareness of Entertainment and Fan Engagement initiatives at similar major events</p>
Core Responsibilities	<p>Key Entertainment and Fan Engagement Activities</p> <p>Coordination and on-site management of various off-track event entertainment activities including scheduling, credentials, cost analysis, catering, signage, facility ordering, operation plans, security briefing notes, contracts and safety information, bump in/out information and post event debrief processes.</p> <p>Working with Manager – Entertainment & Fan Engagement to continually grow and ensure off-track entertainment remains innovative and contemporary and is continually enhanced.</p> <p>Activities include:</p> <p>Entertainment Performances – Roving and Staged Coordination of various entertainment performances including selection, event schedule, event logistics and event facilities in conjunction with the Manager – Entertainment & Fan Engagement.</p> <p>Fan Engagement Assistance with coordination and operations of the autograph signing sessions and Fan Forums at the Autograph Stages involving Formula One drivers, MotoGP riders and Team Principals. Working with the Manager – Entertainment & Fan Engagement to grow the fan engagement experience for the fans and continually look for new initiatives to ensure exceptional fan experiences.</p> <p>M-Lane (A key entertainment destination at the Formula 1 event) Coordination of the continual growth and expansion of M-Lane to include researching, negotiating and</p>

contracting new and exciting activities to continually enhance the area while working with strategic objectives.

GP Expo (MotoGP)

Oversee and assist Merchandise Operations Coordinator with on-site management of the GP Expo including pre-event admin and site sales. At event requirements such as bump in/out logistics, customer service.

Campground Entertainment (MotoGP)

Coordination of the campground entertainment working with the Manager – Entertainment & Fan Engagement for music and entertainment selection. This includes full coordination of pre-event planning, administration and event operations.

Brand Ambassadors

Assistance with the procurement of brand ambassadors including attire selection (if required) event logistics, scheduling, briefing and event facilities in conjunction with event sponsors and AGPC requirements.

Entertainment Activities including:

Coordination of other off-track event entertainment which may vary from event to event and is subject to regular change. Examples include:

Formula 1

- Kids Corner Activities
- Stunt Displays
- Music Entertainment
- VIP Visits
- Junior GP Challenge
- Sailing
- Interactive Entertainment (Pit Stop Challenge and Simulators)

MotoGP

- GP Expo
- Show 'n' Shine or other motorcycle displays
- Stunt Displays/Shows
- Interactive Entertainment (Simulators)
- Kids Activities
- VIP Visits
- Urban Garage
- Autograph Stage

Key Merchandise Activities:

Assist Manager – Entertainment & Fan Engagement with all sales related to Merchandise sites to ensure budgets are met. This includes exploring new opportunities available to expansion of sales.

Brand Management – Oversee continuity within the merchandise ranges and ensure any merchandise that is designed for sale are within current brand guidelines of event and rights holders logos

Ability to review and fully understand financial reconciliations and reporting requirements.
 Responsibility of presenting monthly merchandise reports for any sales initiatives undertaken and offering recommendations for growth opportunities that align with strategic objectives.

Work closely with the Merchandise Contractor to develop marketing plan and strategy that enables growth opportunities for sales. Possess the experience and knowledge to conduct full financial analysis and reconciliation of all sales reports. Proficient in Excel spreadsheet. Likewise possess the ability to review and add value to associated various marketing campaigns to make strategic decisions for future growth.

Conduct regular competitive analysis on best practices of key competitors and international eCommerce leaders

Requirement to liaise with internal department, key stakeholders and event suppliers to ensure optimal customer experiences at optimal cost.

Assist in the development of processes and procedures for event management in order to improve and optimise event planning and execution.

At the reasonable request of your 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>Degree qualified, possibly in event management, sport management, marketing or business management.</p> <p>Minimum 3-4 years' experience in a similar coordination role</p> <p>Experience in the following areas:</p> <ul style="list-style-type: none"> - Understanding key requirements of event management including logistic and delivery - Working within budgets with the ability to conduct cost analysis for various activities - Conduct full analysis all sales reports associated with various marketing campaigns to make strategic decisions for future growth - Contract management - Schedule development and management - Working in high pressure environment juggling conflicting deadlines - Ability to undertake tasks with minimal supervision - Advanced computer skills - Negotiation skills
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 that arise from time to time during major events <p>Interpersonal, Verbal and Written Communication</p> <ul style="list-style-type: none"> • Well-developed written communication ability • Strong interpersonal and communication skills

	<ul style="list-style-type: none">• 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
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