

## Position Description

<b>Position Title:</b>	<b>Event Sales Officer</b>
<b>Directorate:</b>	City Wide Services
<b>Reports to:</b>	Coordinator Newcastle Venues
<b>Direct reports:</b>	Nil
<b>Salary Point:</b>	9
<b>Work location:</b>	City Hall
<b>Date revised:</b>	July 2021

## What's it like working at the City of Newcastle?

We are focused on making a real difference in our community and achieving our vision of ***creating a smart, liveable and sustainable global city***. We are proud to deliver services valued by our community. People come first at the City of Newcastle, which means providing employees with meaningful work and capacity for work life balance. As a large local organisation, the City of Newcastle offers opportunity to develop in your current role, grow into future opportunities and reach your full potential.

Our organisations values are **Cooperation, Respect, Excellence and Wellbeing** which are underpinned by our behaviours of courage, trust and pride. Together, our values and behaviours support our decision making, our day to day interactions and everything we do.

## What's it like working in Civic Services?

Civic Services is responsible for many activities across the fields of entertainment, cultural development, venue and event coordination, food and beverage, volunteering, charity partnerships and services for tourism. We manage some of the City's most valuable assets – Newcastle City Hall and the Civic Theatre, as well as the Civic Station building which houses our Visitor Information Centre, and multipurpose Function Centre at Fort Scratchley. Our people are passionate about Newcastle, culture, supporting the community and the venues we look after. We aim to preserve our valued community assets while ensuring full use is made of them, to the benefit of the community.

## What's the focus of this position?

The focus of this fixed term position is to source and secure function and event bookings for Newcastle City Hall, Fort Scratchley Function Centre / Barracks and Newcastle Museum, to grow revenue from venue hire and catering.

You will be results driven, and have a strong focus on client retention and maximising yield through excellent client relationship management, deep product knowledge and attention to detail.

**What you'll be doing:**

- Develop new business, actively pursue potential leads, and implement sales initiatives and campaigns.
- Advise clients on event conceptualisation from initial concept through to detailed operational planning for the event, incorporating technical, food, beverage, marketing and audio-visual services, to ensure the best possible outcome for clients. Liaise with Venue Hire and Event Coordinator to provide a smooth service experience.
- Develop concepts and up-selling services to clients to generate the maximum possible income and return to the City of Newcastle, using knowledge of venue capabilities, available services and past client experience.
- Contribute to marketing planning and implement strategies and tactics.
- Maintain continuous improvement, actively seek and measure client feedback about services and facilities, to enhance future service delivery.
- Other duties that are within the limits of your skills, competence, training and/or experience as directed by your Manager.

**The essentials you'll need:**

- Substantial experience in a similar role for a venue-based functions and events business.
- Demonstrated achievement in a sales environment including meeting and exceeding sales targets.
- Demonstrated excellent communication and interpersonal skills with the ability to build rapport and maintain effective relationships with a range of internal and external stakeholders.
- Demonstrated ability to work autonomously and contribute fully to a team by securing, assessing and distributing critical operational information in a timely, clear, concise and reliable way.
- Demonstrated excellent organisational skills with a strong emphasis on time management, financial accountability and flexibility to adjust and adapt workload to meet competing priorities.
- Experience in budgeting, cost control, and expense recovery.
- Experience in using event software (preferably Ungerboeck) and documentation management systems for the purposes of managing events, including taking bookings, invoicing and financial management and resource allocation.
- Current Class C Drivers Licence.

**Other valuable skills you may have:**

- Tertiary qualification or relevant industry experience in events management.
- Established network of function and event client contacts.

**We'll encourage you along the way**

We will partner with you to support your performance and ongoing development to ensure you are fully prepared for future challenges as this position and our organisation adapts and evolves.

*I acknowledge that I have read and understood the requirements and responsibilities of this position as detailed in the Position Description (PD) and have discussed the PD with my Manager.*

<b>Employee Name:</b>	
<b>Employee Signature:</b>	
<b>Date:</b>	



cooperation



respect



xcellence



wellbeing