

**RVHR – 15 05**

Position Title:	Racing Photos – Customer Experience and Sales Specialist		
Department / Location:	Racing Photos		
Date Written:	30/11/2017	Prepared By:	James Perkins-Stafford
Current Incumbent:	S J Davies	Direct Report Manager:	Head of Photography
Date to be Reviewed:	30/11/2018	Employment Status:	Ongoing

**1. Overall Purpose of the Role**  
*(Brief summary position of role)*

- Support engagement and understanding of the broadest possible audience by delivering a positive customer experience and growing Racing Photos business revenues through the promotion, prospecting and sale of photography and memorabilia for Racing Victoria.
- Demonstrates commitment to RV Employee Values which include Health Safety & Wellbeing, Ethical Behaviour, Efficiency Participation and Service of Customers

**2. Key Responsibilities / Accountabilities (5 – 7 points)**  
*(Specific tasks should be individualised in setting SMART Goals)*

- Generate memorabilia sales through direct contact with winning owners and assist customers through any troubleshooting that may arise;
- Manage customer service delivery and experience for Racing Photos acting as the first point of escalation for consumer enquiries;
- Use data insights to inform and drive sales initiatives which assist in the development of the Racing Photos sales strategy and identify and recommend opportunities to enhance selling and marketing strategies;
- Achieve or exceed individual sales targets and key performance indicators as set by management;
- Take ownership of the Racing Photos portal, working with IT and marketing to optimise the customer experience and drive sales;
- Manage Racing Photos social media accounts to promote the business;
- Work with internal partners throughout the business to build overall capability to grow sales
- Manage 3<sup>rd</sup> party supplier relations;
- Provide regular management reporting to the Head of Photography incorporating sales revenue and customer market intelligence and insights that add value to and achieve the strategic objectives;
- Partner with Head of Photography to meet the requirements of consumer customers.

### 3. Knowledge Skills Required

*(To effectively perform the role, the position holder must have the following skills, experience, qualification)*

- Demonstrated experience in e-Commerce and e-Tail environments
- Demonstrated experience in sales in a customer focussed environment
- Demonstrated experience using a CRM database to leverage sales
- Demonstrated experience developing and executing sales business plans and strategies
- Customer-focussed with an ability to drive positive business outcomes individually and across the Racing Victoria business, Racing Victoria partner organisations, Racing Clubs and the Racing Photos team
- The ability to engage and build strong relationships with customers, key stakeholders and potential clients
- Ability to conduct analysis to support fact based decision making, appropriately documenting key assumptions, findings, sources of information and developing robust/commercial recommendations.
- The ability to persuade, convince, influence/impress others to adopt ideas/products/services to enhance the image and reputation of Racing Photos
- Outstanding organisational skills, attention to detail and deadline driven
- Demonstrable analytical problem-solving skills, the ability to assess options and identify and implement creative, innovative and flexible solutions
- Ability to work as part of team with a flexible 'can do' approach
- Strong verbal and written communication skills
- The ability to work in cross functional teams to deliver outcomes and drive change
- Able to effectively coordinate multiple projects/issues in a fast-paced, digital environment
- Relevant tertiary qualifications
- Competence with the Microsoft Office Suite of products, CRM software, email and the Internet
- Photoshop and photo editing skills preferable but not essential

### 4. Other

- A current and valid Working with Children's Check is required
- A current and valid Victorian Drivers licence is required
- Must be prepared to undertake regional travel, weekend work and or flexible hours

### 4. Working Relationships

<u>Internal – Most frequent Contacts:</u>	<u>Nature / Purpose of Contact:</u>
<ul style="list-style-type: none"><li>• Head of Photography</li></ul>	<ul style="list-style-type: none"><li>• Reporting/Receive Direction</li></ul>
<ul style="list-style-type: none"><li>• Photography unit coordinator</li></ul>	<ul style="list-style-type: none"><li>• Liaison/Consultation/Collaboration</li></ul>
<ul style="list-style-type: none"><li>• Key Internal Teams</li></ul>	<ul style="list-style-type: none"><li>• Liaison/Consultation/Collaboration</li></ul>
<u>External – Most frequent Contacts:</u>	<u>Nature / Purpose of Contact:</u>
<ul style="list-style-type: none"><li>• Winning Owners</li></ul>	<ul style="list-style-type: none"><li>• Sales &amp; Customer Service</li></ul>
<ul style="list-style-type: none"><li>• Industry Participants</li></ul>	<ul style="list-style-type: none"><li>• Customer Service</li></ul>
<ul style="list-style-type: none"><li>• </li></ul>	<ul style="list-style-type: none"><li>• </li></ul>