

Role Description

Head of Business Development



POWERHOUSE

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| Cluster | Department of Investment Enterprise and Trade |
| Department/Agency | Museum of Applied Arts and Sciences |
| Division/Branch/Unit | Commercial |
| Role number | 51003954 |
| Classification/Grade/Band | Clerk Grade 11/12 |

Agency Overview

The Museum of Applied Arts and Sciences sits at the intersection of the arts, design, science and technology. It plays a critical role in engaging communities with contemporary ideas and issues. Established in 1881, the museum includes Powerhouse Ultimo, Sydney Observatory, and the Museums Discovery Centre in Castle Hill and will expand to include the museum's new flagship - Powerhouse Parramatta. The Museum is the custodian of over half a million objects of national and international significance and is considered one of Australia's finest and most diverse collections.

The Museum of Applied Arts and Sciences is undertaking a landmark renewal program which includes the creation of Powerhouse Parramatta, the largest cultural infrastructure project since the Sydney Opera House; the expansion of the Museum's Discovery Centre, Castle Hill, which includes expanded storage and new research and public facilities, the renewal of the iconic Powerhouse Museum in Ultimo and digitisation of the Powerhouse collection.

Primary purpose of the role

The Head of Business Development is responsible for identifying, planning, and delivering a business development program that reflects the aspirations and ambitions of the Powerhouse and its industry and community partners locally, nationally, and internationally. The role's central focus will be establishing an integrated commercial program at Powerhouse Parramatta. This program will build brand awareness, deliver distinctive event and program opportunities for commercial partners, and leverage income to meet commercial targets.

The Head of Business Development is responsible for identifying and securing commercial partners, delivering high-level customer-focused outcomes, and establishing long-term business relationships to achieve set targets. The role will embed the commercial event program into the operational model of the Museum to enhance museum programming, connecting new audiences and extending the reach of the museum. The Powerhouse Parramatta commercial program will be known for delivering distinctive experiences for a diverse range of business and corporate events partners.

Key Accountabilities

- Lead and manage the team, providing day-to-day staff leadership, capability development, performance management, and mentorship, ensuring staff are engaged and motivated to achieve excellence in visitor experience and delivery.
- Develop and manage strategic relationships with stakeholders in the commercial and event industries, including event owners, governing bodies, event agencies and other external parties. Keep abreast of relevant trends, activities, stakeholder expectations, and opportunities to improve business practices.
- Ensure financial and operational objectives are met through developing and implementing sales strategies to attract business development opportunities and generate venue hire to support Powerhouse operations across several market segments.

- Collaborate with cross-functional teams, including communications, marketing, digital, programming and operations, to ensure alignment and implementation of the commercial sales strategy, including tactical plans and campaigns.
- Monitor the sales pipeline, analyse data and produce qualitative reports on venue bookings, utilisation, market sounding and research to provide insights into opportunities.
- Track, review, and report on progress internally and externally, regularly delivering qualitative reports, presentations, and insights to Commercial leadership.
- Drive efficiencies in processes and ways of working across all activities undertaken by the business development function.
- Adhere and lead by example concerning obligations, responsibilities, and legislative requirements under the current Work Health & Safety (WHS) Acts and Regulations, ensuring that all areas under supervision comply, and are monitored and reviewed regularly for WHS risks and hazards.

Key challenges

- Achieve annual commercial targets while aligning with Powerhouse's long-term strategic goals.
- Successfully balancing the complexities of competing deadlines, utilisation and project interdependencies and achieving multiple project objectives and milestones to the required standards and within the allocated budget and resources.
- Responding to a rapidly changing and evolving industry landscape and identifying new opportunities and markets.

Key relationships - Internal

| Who | Why |
|--|--|
| Chief Executive, Chief Operating Officer, Director, Commercial and Executive | <ul style="list-style-type: none"> • Receive guidance and provide regular updates on key projects, issues and priorities. • Provide advice and contribute to decision-making. • Identify emerging issues/risks and their implications and propose solutions |
| Powerhouse Events Team | <ul style="list-style-type: none"> • Provides and receives expert advice and assistance, collaborates and shares information to achieve project outcomes. |
| Exhibitions, Venues and Production Teams. | <ul style="list-style-type: none"> • Provides and receives expert advice and assistance and collaborates and shares information to achieve project outcomes. |
| Marketing, Communication and Powerhouse Studio. | <ul style="list-style-type: none"> • Work collaboratively to contribute to achieving project outcomes. |

External

| Who | Why |
|--------------------------------|--|
| Collaborators and Stakeholders | <ul style="list-style-type: none"> • Provide project-related advice and updates; collaborate and liaise within the resolution of project issues and delivery of outcomes. |
| Clients | <ul style="list-style-type: none"> • Engage with the delivery of exemplary services. |

Decision making

- The position has a high level of autonomy for delivering the Business Development Program and outcomes, working within approved frameworks to defined sales targets, plans and budgets.
- Reports to the Director Commercial and Chief Operating Officer for decisions regarding project priorities, outcomes, and timeframes.

Reporting line

Director, Commercial

Direct reports

Event Sales Manager

Event Coordinator

Key knowledge and experience

- Appropriate tertiary qualification or relevant, equivalent professional experience in business development, venue sales, hospitality, events or related industries and disciplines.
- Demonstrated success in meeting financial targets and operational KPIs.
- Extensive and demonstrated experience in implementing business development and sales programs.
- Outstanding planning, project management and organisational skills to manage and execute commercial sales and business development strategies.
- Demonstrated experience engaging stakeholders across industry, community, corporate and private sectors.
- Excellent written and interpersonal communication skills.
- Demonstrated ability to take the initiative and deliver effective outcomes working independently and in a collaborative multi-disciplinary team.
- Self-motivated and committed to enhancing workforce diversity and inclusion.

Capabilities for the role

The NSW public sector capability framework describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.



The capabilities are separated into focus capabilities and complementary capabilities

Focus capabilities



Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.


The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

FOCUS CAPABILITIES

| Capability group/sets | Capability name | Behavioural indicators | Level |
|---|---|---|----------|
|  Personal Attributes | Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change | <ul style="list-style-type: none"> • Remain composed and calm and act constructively in highly pressured and unpredictable environments • Give frank, honest advice in response to strong contrary views • Accept criticism of own ideas and respond in a thoughtful and considered way • Welcome new challenges and persist in raising and working through novel and difficult issues • Develop effective strategies and show decisiveness in dealing with emotionally charged situations and difficult or controversial issues | Advanced |
| | Act with Integrity Be ethical and professional, and uphold and promote the public sector values | <ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way and encourage others to do so • Act professionally and support a culture of integrity • Identify and explain ethical issues and set an example for others to follow • Ensure that others are aware of and understand the legislation and policy framework within which they operate • Act to prevent and report misconduct and illegal and inappropriate behaviour | Adept |
|  Relationships | Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect | <ul style="list-style-type: none"> • Present with credibility, engage diverse audiences and test levels of understanding • Translate technical and complex information clearly and concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Contribute to and promote information sharing across the organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to engage diverse audiences and communicate information • Adjust style and approach to optimise outcomes • Write fluently and persuasively in plain English and in a range of styles and formats | Advanced |
| | Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts | <ul style="list-style-type: none"> • Negotiate from an informed and credible position • Lead and facilitate productive discussions with staff and stakeholders • Encourage others to talk, share and debate ideas to achieve a consensus • Recognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomes • Influence others with a fair and considered approach and sound arguments • Show sensitivity and understanding in resolving conflicts and differences • Manage challenging relationships with internal and external stakeholders • Anticipate and minimise conflict | Adept |

FOCUS CAPABILITIES



| Capability group/sets | Capability name | Behavioural indicators | Level |
|---|---|--|----------|
|  | Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes | <ul style="list-style-type: none"> • Seek and apply the expertise of key individuals to achieve organisational outcomes. • Drive a culture of achievement and acknowledge input from others. • Determine how outcomes will be measured and guide others on evaluation methods Investigate and create opportunities to enhance the achievement of organisational objectives. • Make sure others understand that on-time and on-budget results are required and how overall success is defined. • Control business unit output to ensure government outcomes are achieved within budgets. • Progress organisational priorities and ensure that resources are acquired and used effectively | Advanced |
| | Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions | <ul style="list-style-type: none"> • Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues • Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to system, process and business improvements • Implement systems and processes that are underpinned by high-quality research and analysis • Look for opportunities to design innovative solutions to meet user needs and service demands • Evaluate the performance and effectiveness of services, policies and programs against clear criteria | Advanced |
|  | Project Management Understand and apply effective planning, coordination and control methods | <ul style="list-style-type: none"> • Understand all components of the project management process, including the need to consider change management to realise business benefits • Prepare clear project proposals and accurate estimates of required costs and resources • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Identify and evaluate risks associated with the project and develop mitigation strategies • Identify and consult stakeholders to inform the project strategy • Communicate the project's objectives and its expected benefits • Monitor the completion of project milestones against goals and take necessary action • Evaluate progress and identify improvements to inform future projects | Adept |

| FOCUS CAPABILITIES | | | |
|--|---|---|-------|
| Capability group/sets | Capability name | Behavioural indicators | Level |
|  People Management | Manage and Develop People Engage and motivate staff, and develop capability and potential in others | <ul style="list-style-type: none"> Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes Adjust performance development processes to meet the diverse abilities and needs of individuals and teams Develop work plans that consider capability, strengths and opportunities for development Be aware of the influences of bias when managing team members Seek feedback on own management capabilities and develop strategies to address any gaps Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way Monitor and report on team performance in line with established performance development frameworks | Adept |
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Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

| COMPLEMENTARY CAPABILITIES | | | |
|--|-------------------------------|--|-------|
| Capability group/sets | Capability name | Description | Level |
|  Personal Attributes | Manage Self | Show drive and motivation, an ability to self-reflect and a commitment to learning | Adept |
| | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Adept |
|  Relationships | Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Adept |
| | Work Collaboratively | Collaborate with others and value their contribution | Adept |

COMPLEMENTARY CAPABILITIES

| Capability group/sets | Capability name | Description | Level |
|--|-------------------------------------|--|--------------|
|  Results | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Adept |
| | Demonstrate Accountability | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Adept |
|  Business Enablers | Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Intermediate |
| | Technology | Understand and use available technologies to maximise efficiencies and effectiveness | Intermediate |
| | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |
|  People Management | Inspire Direction and Purpose | Communicate goals, priorities and vision, and recognise achievements | Intermediate |
| | Optimise Business Outcomes | Manage people and resources effectively to achieve public value | Adept |
| | Manage Reform and Change | Support, promote and champion change, and assist others to engage with change | Intermediate |