

# Role Description

## Event Sales Manager



POWERHOUSE

Cluster	Enterprise, Trade & Investment
Department/Agency	Museum of Applied Arts and Sciences
Division/Branch/Unit	Corporate Resources/Commercial
Role number	51003831
Classification/Grade/Band	Clerk Grade 7/8
Senior executive work level standards	Not Applicable
ANZSCO Code	
PCAT Code	
Date of Approval	30 June 2023
Agency Website	Powerhouse.com.au

### 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 the 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 custodian to 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 and the renewal of the iconic Powerhouse Museum in Ultimo. Key to the renewal is the assessment and digitisation of over 380,000 objects from the museum's collection providing new access levels.

### Primary purpose of the role

The role of Events Sales Manager is responsible for identifying new and recurring business opportunities across all Powerhouse sites and venues. This includes managing all sales process aspects with internal and external clients. The main objective is to maximise the profitability of the Events unit while aligning with the broader objectives of Powerhouse and Powerhouse Renewal Project.

The Event Sales Manager collaborates closely with the Events unit members, other departments within Powerhouse, and third-party partners to ensure the successful delivery of high-quality events and experiences that highlight the Powerhouse, its collection, and its stories.

### Key Accountabilities

- Proactively engage, liaise, and negotiate with a wide array of potential clients, from individuals to stakeholders in the public and private sectors to generate a high volume of substantial sales enquiries across all Powerhouse locations and venues and to maximise the conversion of enquiries.
- Develop and manage relationships with new and existing clients of Powerhouse events by providing excellence in client/visitor experience and ensuring a high level of return business and visitation.

- Utilise all event-specific systems and programs and actively contribute to the set-up, development and improvement of new systems and procedures. Ensure adequacy and quality of event information and any other data within systems and provide briefings and reports that assist in the event delivery.
- Administer and negotiate event sales contracts and work collaboratively within cross-functional teams towards the compliant delivery and execution of agreed terms, provisions and clauses.
- Work closely with the Event Sales Officers team to form a highly productive Events unit that actively contributes towards achieving departmental objectives.
- Liaise and collaborate effectively with the F&B Operations team, all other Powerhouse departments and all Powerhouse partners, contractors, and suppliers to provide the best possible platform to deliver high-quality events.
- Manage supplier contracts to ensure the delivery of high-quality events through operational efficiency.
- Contribute to the annual budgeting process and, in collaboration and consultation with departmental management, execute strategies towards meeting revenue targets and expense budgets.
- Adhere to 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 WH&S risks and hazards.

### Key Challenges

- Generating and converting business inquiries across newly established locations and a wide variety of offerings within a non-traditional event environment
- Cultivating an ever-growing network of clients and suppliers.

### Key relationships

Who	Why
<b>Internal</b>	
Director, Commercial, Head of Business Development	<ul style="list-style-type: none"> <li>– Receive guidance and provide regular updates on key projects, issues and priorities.</li> <li>– Provide advice and contribute to decision-making.</li> <li>– Identify emerging issues/risks and their implications and propose solutions</li> </ul>
Events Team, F&B Operations and Venues Team, Visitor Services, Facilities, Security, AV, Sound Teams	<ul style="list-style-type: none"> <li>– Develop and determine event offering and pricing.</li> <li>– Liaise, collaborate, provide information and briefings on successful event inquiry and delivery process.</li> <li>– Collaborate and exchange feedback to improve business development and event delivery strategies</li> </ul>
<b>External</b>	
Commercial Clients, Corporate Bodies, PCOs, Institutions and Organisations	<ul style="list-style-type: none"> <li>– Establish and develop relationships and network to drive business development and create return business.</li> <li>– Generate and convert business opportunities to meet commercial targets.</li> </ul>
Suppliers, Contractors	<ul style="list-style-type: none"> <li>– Direct, brief, liaise and negotiate to guarantee reliable performance and value in event delivery.</li> <li>– Exchange Feedback and De-Briefs to improve event delivery.</li> </ul>

## **Role dimensions**

### **Decision making**

- The role is directly accountable, within the delegation, for decisions relevant to setting day-to-day priorities, resource allocations, contractor management and budget within delegations.
- The role contributes to strategic advice, and recommendations and escalates risks and matters outside delegation to the Head of Business Development.

### **Reporting line**

Head of Business Development

### **Direct reports**

Event Sales Officers

### **Essential Requirements**

- Significant experience in a similar or identical role, preferably in a creative setting – museum, gallery, or event space.
- Possess a strong understanding of site operations and the ability to work with creatives and deliver events capitalising on the museum's exhibitions and programs.
- A proven track record of creating business development plans and tracking key performance indicators.
- Excellent verbal, written and presentation communication skills.

## Capabilities for the role

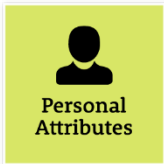
The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for 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
	<b>Manage Self</b> Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"><li>• Keep up to date with relevant contemporary knowledge and practices</li><li>• Look for and take advantage of opportunities to learn new skills and develop strengths</li><li>• Show commitment to achieving challenging goals</li><li>• Examine and reflect on own performance</li><li>• Seek and respond positively to constructive feedback and guidance</li><li>• Demonstrate and maintain a high level of personal motivation</li></ul>	Adept

## FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 Relationships	<b>Communicate Effectively</b> Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> <li>• Focus on key points and speak in plain English</li> <li>• Clearly explain and present ideas and arguments</li> <li>• Listen to others to gain an understanding and ask appropriate, respectful questions</li> <li>• Promote the use of inclusive language and assist others to adjust where necessary</li> <li>• Monitor own and others' non-verbal cues and adapt where necessary</li> <li>• Write and prepare material that is well structured and easy to follow</li> <li>• Communicate routine technical information clearly</li> </ul>	Advanced
	<b>Commit to Customer Service</b> Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> <li>• Take responsibility for delivering high-quality customer-focused services</li> <li>• Design processes and policies based on the customer's point of view and needs</li> <li>• Understand and measure what is important to customers</li> <li>• Use data and information to monitor and improve customer service delivery</li> <li>• Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers</li> <li>• Maintain relationships with key customers in area of expertise</li> <li>• Connect and collaborate with relevant customers within the community</li> </ul>	Adept
 Results	<b>Deliver Results</b> Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> <li>• Seek and apply specialist advice when required</li> <li>• Complete work tasks within set budgets, timeframes and standards</li> <li>• Take the initiative to progress and deliver own work and that of the team or unit</li> <li>• Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals</li> <li>• Identify any barriers to achieving results and resolve these where possible</li> <li>• Proactively change or adjust plans when needed</li> </ul>	Intermediate






## FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 Business Enablers	<b>Technology</b> Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> <li>Identify opportunities to use a broad range of technologies to collaborate</li> <li>Monitor compliance with cyber security and the use of technology policies</li> <li>Identify ways to maximise the value of available technology to achieve business strategies and outcomes</li> <li>Monitor compliance with the organisation's records, information and knowledge management requirements</li> </ul>	Adept
	 People Management	<b>Manage and Develop People</b> Engage and motivate staff, and develop capability and potential in others	Intermediate <ul style="list-style-type: none"> <li>Collaborate to set clear performance standards and deadlines in line with established performance development frameworks</li> <li>Look for ways to develop team capability and recognise and develop individual potential</li> <li>Be constructive and build on strengths by giving timely and actionable feedback</li> <li>Identify and act on opportunities to provide coaching and mentoring</li> <li>Recognise performance issues that need to be addressed and work towards resolving issues</li> <li>Effectively support and manage team members who are working flexibly and in various locations</li> <li>Create a safe environment where team members' diverse backgrounds and cultures are considered and respected</li> <li>Consider feedback on own management style and reflect on potential areas to improve</li> </ul>

## 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	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
 Relationships	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and apply effective planning, coordination and control methods	Intermediate
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Foundational
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Foundational
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Foundational