

# Role Description

## AM Events Account Manager



Cluster	Enterprise, Investment & Trade
Agency	Australian Museum
Division/Branch/Unit	Operations/Commercial
Role number	51002603
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	531111
PCAT Code	1227221
Date of Approval	April 2023
Agency Website	<a href="https://australian.museum/">https://australian.museum/</a>

### Agency overview

Australian Museum (AM) is located on the homelands of the Gadigal people. The AM acknowledges and pays respect to the Gadigal people as the custodians of the land, sky and waterways, paying respect to Elders past and present.

The Australian Museum (AM) operating within the NSW Department of Enterprise, Investment & Trade cluster, is the first museum in Australia and was founded in 1827. The AM provides access, engagement and scientific research to increase our understanding of natural history and culture, particularly of the Australasian region. The AM holds more than 22 million objects of biological, geological and cultural collections and develops programs, exhibitions and school and community education initiatives onsite, online and offsite.

The AM mission is: *To ignite wonder, inspire debate and drive change.*

The AM vision is: *To be a leading voice for the richness of life, the Earth and culture in Australia and the Pacific. We commit to transform the conversation around climate change, the environment and wildlife conservation; be a strong advocate for First Nations' culture; and continue to develop world-leading science, collections, exhibitions and education programs.*

For more information, visit the [website](https://australian.museum/).

The AM supports a diverse workforce and promotes applications from all ages and genders, Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse groups, the LGBTQIA+ community, veterans, refugees and people with disabilities.

### Primary purpose of the role

The AM Events Account Manager is a client facing operational role will ensure the planning and delivery of high-quality hospitality experiences in one of Sydney's most unique special event venues. The role is primarily responsible for venue sales, client management, planning events and their delivery across a wide range of special events for private and internal clients.

This role requires attendance during office hours and coverage at events after hours and on weekends, public holidays when required.

## Key accountabilities

- Promptly respond to event enquiries, conduct site inspections, assess the suitability of the venue for the event and produce accurate quotes for clients.
- Act as account manager for assigned clients, providing a primary point of contact for event needs.
- Take carriage of event planning and delivery, working creatively and collaboratively with the nominated caterer and other suppliers.
- Coordinate with internal stakeholders to negotiate venue access and space allocation, security, risk management, facilities maintenance and cleaning, ensuring compliance with WHS and other relevant statutory obligations, agency standards, policies and procedures.
- Ensure the Museum's Liquor Licence requirements and RSA legislated guidelines are met.
- Attend events as required, operating autonomously within delegated authority to supervise event delivery, and ensure safe, high-quality events to ensure client and guest satisfaction.
- Communicate effectively, using event documentation and CRM and event management software tools to manage client relationships and events, to support planning and information flow, keep up to date and accurate records and reporting, and to inform decision-making; Administer venue bookings, venue hire contracts and event invoices and reconciliation.
- Assist with marketing of events and commercial venue sales efforts through effective client acquisition, liaison, relationship management and engagement.

## Key challenges

- Operating within a public sector framework, allocated budgets and resources to facilitate event delivery and maximise self-generated income for the AM.
- Delivering creative, innovative, high quality event experiences while mitigating and managing impacts or risks in a sensitive cultural and heritage environment.
- Time management and effective planning to deliver events around the logistical and operational constraints of a working museum.

## Key relationships

Who	Why
<b>Internal</b>	
Head of Commercial	<ul style="list-style-type: none"><li>• Receive strategic guidance and direction in relation to commercial priorities, venue management and event objectives, and wider commercial priorities</li></ul>
Venues and Events Manager	<ul style="list-style-type: none"><li>• Receive advice and direction in relation to all aspects of the Venues and Events business</li></ul>
Internal function clients	<ul style="list-style-type: none"><li>• Work collaboratively with internal clients and staff to ensure events are planned and executed successfully</li></ul>

Who	Why
Internal stakeholders	<ul style="list-style-type: none"> <li>• Work collaboratively and maintain effective communications with relevant internal teams to ensure that events are planned and executed successfully, with minimal risk and impact</li> <li>• Work collaboratively with relevant staff to ensure that venues are maintained and presented to the highest standard</li> </ul>
<b>External</b>	
Commercial Partners	<ul style="list-style-type: none"> <li>• Work proactively and collaboratively with hospitality partners to ensure hospitality packages, pricing, and service standards are competitive, meet market demand, reflect AM brand values and ensure client and customer expectations are exceeded</li> <li>• Work collaboratively to promote and position AM as a leading provider of specialty premium and cultural venues, and provide seamless service for events</li> </ul>
Clients	<ul style="list-style-type: none"> <li>• Engage, lead and deliver outstanding event experiences through industry leading event management services; providing basis for strong client recommendation and retention to increase business levels and income</li> <li>• Promote and position AM as a leading provider of specialty premium and cultural venues</li> </ul>
Industry	<ul style="list-style-type: none"> <li>• Participate in industry forums and events to exchange ideas, develop new relationships and profile AM venue business</li> <li>• Promote and position AM as a leading provider of specialty premium and cultural venues</li> </ul>
Suppliers	<ul style="list-style-type: none"> <li>• Work to ensure cost-effective delivery of exceptional venue and event experiences and maximise return to agency venues</li> <li>• Promote and position AM as a leading provider of specialty premium and cultural venues</li> </ul>

## Role dimensions

### Decision making

- This role has autonomy and makes decisions under their direct control and refers to the team leader decisions that require significant change to outcomes or timeframes; are likely to escalate or require submission to a higher level of management. This role is accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

### Reporting line

Events and Venues Manager.

### Direct reports

Nil

## Budget/Expenditure

Budgets and expenditure are in accordance with approved Annual Budget and financial delegations and procedures subject to project type and sponsoring business unit.

## Key knowledge and experience

- Previous venue sales/client management experience in an events environment, preferably in a complex hospitality, heritage or cultural organisation or venue
- Experience in hospitality event management, with exceptional client relationship and organisational skills, attention to detail and commercial business acumen
- Proven knowledge and demonstrated ability to implement relevant safety, security, risk and Responsible Service of Alcohol controls, venue policies and event management protocols
- A visible presence as an event manager, with the ability to lead a small team of casual staff and external suppliers, make decisions and an 'above and beyond' resourcefulness to problem solve
- A basic understanding of the catering and technical requirements of events and ability to troubleshoot basic power supply, lighting, sound and AV systems
- Solid experience with event management software, such as EventPro or Priava or similar is an advantage
- Availability and willingness to work evenings, early mornings and weekends as required by event schedules is essential

## Essential requirements

- NSW Working with Children Check for Paid Employment
- RSA Certificate





## Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at [www.psc.nsw.gov.au/capabilityframework](http://www.psc.nsw.gov.au/capabilityframework)

### Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role.

## NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
 <b>Personal Attributes</b>	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	<b>Manage Self</b>	<b>Intermediate</b>
	Value Diversity	Foundational
 <b>Relationships</b>	<b>Communicate Effectively</b>	<b>Intermediate</b>
	<b>Commit to Customer Service</b>	<b>Adept</b>
	<b>Work Collaboratively</b>	<b>Intermediate</b>
	Influence and Negotiate	Foundational
 <b>Results</b>	<b>Deliver Results</b>	<b>Intermediate</b>
	Plan and Prioritise	Foundational
	<b>Think and Solve Problems</b>	<b>Intermediate</b>
	Demonstrate Accountability	Foundational
 <b>Business Enablers</b>	Finance	Foundational
	<b>Technology</b>	<b>Intermediate</b>
	Procurement and Contract Management	Intermediate
	Project Management	Foundational