

Role Description

Business Development Manager



Cluster	Department of Enterprise, Investment & Trade
Agency	Sydney Opera House
Division/Branch/Unit	Sales – Visitor Experience
Location	Sydney CBD
Classification/Grade/Band	Grade 4 Level 1
Kind of Employment	Full-time
ANZSCO Code	225113
PCAT Code	3119192
Date of Approval	May 2023
Agency Website	http://www.sydneyoperahouse.com

AGENCY OVERVIEW

Sydney Opera House is an Executive Agency of the NSW Department of Enterprise, Investment & Trade. Sydney Opera House is operated and maintained for the Government of New South Wales by the Sydney Opera House Trust, which is constituted as a body corporate under the Sydney Opera House Trust Act 1961.

The Opera House is an iconic Australian institution that embodies beauty, inspiration and the liberating power of art and ideas. Our vision is to be as bold and inspiring as the Opera House itself.

Our mission is twofold:

- to treasure and renew the Opera House for future generations of artists, audiences and visitors; and
- to inspire, and strengthen the community, through everything we do.

PURPOSE OF THE ROLE

The Business Development role is a brilliant platform to launch a career in tourism Sales. The role will work directly with tourism trade and corporate clients across all sectors. You will be responsible for growing our customer base, liaising with existing clients and prospects, conducting sales activities to drive conversion, and quickly gaining insight into our client's key markets. You will need to work closely with existing clients, collate and analyse statistics and market intelligence and develop them into reports and presentations for various purposes, manage client contracting, site inspections, familiarisation trips and presentations, client communication activities, trade-led programming, database management, and sales collateral production. You will be required to attend trade events, some outside of normal working hours and be willing to travel.

The role will be required to collaborate with external and internal stakeholders, including industry bodies such as Tourism Australia, Destination New South Wales, and Business Events Sydney, to build business potential and improve the competitiveness of Sydney Opera House in the market.

KEY ACCOUNTABILITIES

- Collate and analyse external, industry and internal statistics and intelligence and develop them into reports and presentations for various purposes.
- Conduct regular sales calls to market, including meetings with a range of clients and stakeholders
- Provide quality services and communicate with our existing and potential customers.
- Attend business meetings, trade shows and events, conduct sales calls, and provide current and relevant market intelligence and statistics.
- Develop and extend networks across the tourism industry and other commercial industries to develop business opportunities and improve the competitiveness in the market of products.
- Proven capacity to implement sales strategies and initiatives to drive business growth with strong sales and marketing skills for attracting new business to SOH.
- Drive profitable products that will excite the interest and satisfy the needs of the international and domestic markets and local Sydney markets.

KEY CHALLENGES

- Work within the financial delegation limits and ensure spending is aligned with approved budgets.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Sales Visitor Experience	To receive overall guidance and direction. Is responsible for setting the sales strategy and keeping updated on the implementation of strategy and plans.
General Manager, Tours & Retail	To discuss the department's overall objectives and share information.
Marketing Manager	To discuss and develop marketing opportunities, products and services, plan and share information.
Tours Team	To provide sharing of key information.
External	
Tourism Business Partners	To discuss needs and negotiate commercial contracts and cooperative business ventures. Ensure the integrity of products is sensitive to the artistic imperatives of major presenters.
Tourism Industry & Corporate Clients	To develop and maintain strong business relationships and negotiate successful business outcomes.
Other Stakeholders	To identify commercial opportunities and synergies with other SOH products and maintain effective working relationships.

ROLE DIMENSIONS

Decision Making

The Business Development Manager is responsible for decisions on strategic tourism issues, including coordinating and implementing SOH products and services. As well as the sale of tourism products to the leisure industry, corporate clients and consumers, and events (meetings, incentives, conferences, exhibitions).

The position holder has the freedom to make decisions on their initiatives and activities within the boundaries of approved SOH Tours strategies and initiatives, project plans and budgets, providing regular updates and seeking guidance as required from the Head of Sales.

Reporting Line

Head of Sales

Direct Reports

Nil

ESSENTIAL REQUIREMENTS





- Industry specialist with a minimum of 3-5 years of experience in international sales in the tourism sector.
- Experience working across multiple tourism distribution channels
- Demonstrated organisational, time management & prioritisation skills, including an ability to multi-task.
- Strong written and verbal communication & high-level interpersonal, including negotiation and networking skills.
- Strategic problem-solving skills and capacity for lateral thinking.
- Proficient in Microsoft Office applications and CRM software such as Tessitura or Salesforce.
- Strong analytical and reporting skills.
- Ability to work well in a team and flexible work environment.
- Willingness to work outside of standard business hours up to 50hrs per week.

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

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. Refer to the next section for further information about the focus capabilities.

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

Focus Capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Act with Integrity	Adept	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way and encourage others to do so • Demonstrate professionalism to support a culture of integrity within the team/unit • Set an example for others to follow and identify and explain ethical issues • Ensure that others understand the legislation and policy framework within which they operate • Act to prevent and report misconduct, illegal and inappropriate behaviour
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none"> • tailor communication to the audience • Clearly explain complex concepts and arguments to individuals and groups • Monitor own and others' non-verbal cues and adapt where necessary • Create opportunities for others to be heard • Actively listen to others and clarify own understanding • Write fluently in a range of styles and formats
Relationships Commit to Customer Service	Intermediate	<ul style="list-style-type: none"> • support a culture of quality customer service in the organisation • Demonstrate a thorough knowledge of the services provided and relay to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> needs Resolve complex customer issues and needs Co-operate across work areas to improve outcomes for customers
Results Deliver Results	Adept	<ul style="list-style-type: none"> Take responsibility for delivering on intended outcomes Make sure team/unit staff understand expected goals and acknowledge success Identify resource needs and ensure goals are achieved within budget and deadlines Identify changed priorities and ensure allocation of resources meets new business needs Ensure financial implications of changed priorities are explicit and budgeted for Use own expertise and seek others' expertise to achieve work outcomes
Results Demonstrate Accountability	Intermediate	<ul style="list-style-type: none"> Take responsibility and be accountable for own actions Understand delegations and act within authority levels Identify and follow safe work practices, and be vigilant about their application by self and others Be alert to risks that might impact the completion of an activity and escalate these when identified Use financial and other resources responsibly
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> Prepare clear project proposals and define scope and goals in measurable terms Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Prepare accurate estimates of costs and resources required for more complex projects Communicate the project strategy and its expected benefits to others Monitor the completion of project milestones against goals and initiate amendments where necessary Evaluate progress and identify improvements to inform future projects