

Role Description

Visitor Experience – Sales Coordinator



Cluster	Department of Enterprise, Investment & Trade
Agency	Sydney Opera House
Division/Branch/Unit	Sales – Visitor Experience
Location	Sydney CBD
Classification/Grade/Band	Grade 2 Level 3
Kind of Employment	Full Time
ANZSCO Code	225113
PCAT Code	3119192
Role Number	W02878R02683
Date of Approval	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 Sales Coordinator will be an integral Sydney Opera House Tourism Sales Team member, supporting the Head of Sales and working closely with the sales team, with duties varying to align with changing daily priorities.

The position will be required to provide administrative and sales support to our Visitor Experience, Business Development Managers, and the Head of Sales, and support various tourism clients across domestic and international markets.

You will thrive on being organised, delivering administrative support, and collating sales reports, market intelligence and insights. You will enjoy meeting clients, being responsible for the domestic travel trade, including the hotel concierge, and assisting the sales team in delivering international sales targets.

This role is perfect for a talented individual with the ambition to succeed in one of the world's busiest tourist attractions and performing arts venues.

Supporting the Sales Team during these times will provide the opportunity for mentoring and gaining experience across various tourism markets.

KEY ACCOUNTABILITIES

- Provide organisational and day-to-day admin support to the sales team
- Support the team, coordinating trade events and timetables and ensuring delivery of required resources within approved timeframes.
- You will also be accountable for office administrative tasks, delivering sales reports, and assisting with market intelligence and insights. Accountable for the domestic travel trade, visitor centres, hotel concierge, and assisting the sale team in delivering international budget targets.
- Communicate effectively with members of the SOH Leadership Team, other SOH staff, clients, Tourism business partners, and government agencies on various topics.

- Develop appropriate systems, procedures and controls to enhance the accuracy, timeliness and presentation of the Collate information for, and preparation and distribution of, monthly and quarterly Sales Reports, monthly Operations Dashboard, Monthly Sales Dashboard and reports as needed.
- Maintain and reconcile purchase orders, invoices and receipts via iPos, including correct allocation of Project, Account and Cost codes.
- Attend tradeshow or sales missions when required, and conduct sales calls to existing and prospective clients
- Conduct client site inspections and familiarisation visits when required
- Assist support domestic clients and the sales team with international clients

KEY CHALLENGES

Balance competing for work priorities in a busy, dynamic environment.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Sales, Tours & Experiences	To receive overall guidance and direction. Support the Head of Sales to deliver the sales strategy and support daily.
Tours Reservations Supervisor and Team	To assist with coordinating daily operations and liaising regarding client tour bookings.
Business Development Managers	To provide appropriate team support for sales projects, planning and sharing information.
Other SOH Departments, including the Tours Team	To actively identify and expand sales opportunities, improve operations, given the mutual need to share information daily on performance schedule, events, commercial marketing and related issues, and meet tight deadlines
External	
Tourism Business Partners	To discuss needs; 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	Identify commercial opportunities and synergies with other SOH products and maintain effective working relationships.

ROLE DIMENSIONS

Decision Making

- The Sales Coordinator is responsible for making decisions on their own initiatives and activities within the boundaries of approved SOH Tours strategies and initiatives, project plans and allocated budgets, providing regular updates and seeking guidance as required from the Head of Sales

Reporting Line

- Head of Sales, Tours & Experiences

Direct Reports

Nil

ESSENTIAL REQUIREMENTS

- Minimum 1-year experience in the tourism industry preferred
- Excellent verbal and written communication skills
- Outstanding organisational and excellent interpersonal, networking and presentation skills
- Aptitude in decision-making and problem-solving
- Ability to multi-task with strong administration skills including managing time, setting priorities, planning and organising one's work to achieve specific and set objectives in the most efficient way possible.





- Microsoft Office skills including proficiency in Excel. Must have good reporting and system management skills to coordinate sales reports.
- Provide organisational and day-to-day admin support to the sales team.

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	Foundational
	Manage Self	Intermediate
	Value Diversity	Foundational
 Relationships	Communicate Effectively	Intermediate
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Foundational
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Foundational
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Foundational
 Business Enablers	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Foundational
	Project Management	Foundational

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 Display Resilience and Courage	Intermediate	<ul style="list-style-type: none"> • Be flexible and adaptable and respond quickly when situations change • Offer own opinion and raise challenging issues • Listen when ideas are challenged and respond in a reasonable way

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Act with Integrity	Foundational	<ul style="list-style-type: none"> • Work through challenges • Stay calm and focused in the face of challenging situations
		<ul style="list-style-type: none"> • Behave in an honest, ethical and professional way • Take opportunities to clarify understanding of ethical behaviour requirements • Identify and follow legislation, rules, policies, guidelines and codes of conduct that apply to your role • Speak out against misconduct, illegal and inappropriate behaviour • Report apparent conflicts of interest
Relationships Communicate Effectively	Intermediate	<ul style="list-style-type: none"> • Focus on key points and speak in 'Plain English.' • Clearly explain and present ideas and arguments • Listen to others when they are speaking and ask appropriate, respectful questions • Monitor own and others' non-verbal cues and adapt where necessary • Prepare written material that is well structured and easy to follow by the intended audience • Communicate routine technical information clearly
		<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 needs • Resolve complex customer issues and needs • Co-operate across work areas to improve outcomes for customers
Results Deliver Results	Intermediate	<ul style="list-style-type: none"> • Complete work tasks to agreed budgets, timeframes and standards • Take the initiative to progress and deliver own and team/unit work • Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals • Seek and apply specialist advice when required
		<ul style="list-style-type: none"> • Take responsibility for own actions • Be aware of delegations and act within authority levels • Be aware of team goals and their impact on work tasks • Follow safe work practices and take reasonable care of own and others health and safety • Escalate issues when these are identified
Business Enablers Technology	Intermediate	<ul style="list-style-type: none"> • Apply computer applications that enable performance of more complex tasks • Apply practical skills in the use of relevant technology • Make effective use of records, information and knowledge management functions and systems • Understand and comply with information and communications security and acceptable use policies • Support the implementation of systems improvement initiatives and the introduction and roll-out of new technologies

