

POSITION DESCRIPTION

JOB TITLE **Venue Sales Manager**
REPORTS TO **Chief Operating Officer**

ABOUT THE ACO

Led by its charismatic Artistic Director, Richard Tognetti, the Australian Chamber Orchestra is renowned world-wide for its inspired and courageous programming and unrivalled performances. The ACO collaborates with an extraordinary range of artists including the world's leading performers, cinematographers, writers, and visual artists. In early 2022, the ACO moved to its new, purpose-built home on Pier 2/3 in Sydney's Walsh Bay Arts Precinct (WBAP), which includes a 277 seat performance space (The Neilson), a rehearsal studio (The Studio), and event space (Belgiorno Room), Media & Edit Suite and back of house facilities – collectively referred to as “the Venue”. This is an exciting new home for performance, presentation, community engagement and collaborative opportunities. In addition, there is a Shared Foyer with other Pier 2/3 tenants including Bell Shakespeare and the Australian Theatre For Young People (ATYP).

ABOUT THE POSITION

The ACO's move to Pier 2/3 has transformed the ACO on many levels after operating more than 20 years underground at their Circular Quay base. We have added several new outward-facing roles for both back and front-of-house to manage our interaction with a range of stakeholders, as well as to maintain elements of our new home.

The Venue Sales Manager is responsible for researching, identifying, securing, managing and maintaining commercial opportunities and relationships to maximise revenue to the ACO and consistently exceptional customer service for Venue partners and hirers. The position will also manage the ACO's panel of caterers and the Shared Foyer Bar Operator contractual relationship and will work closely with the ACO's fellow Pier 2/3 arts tenants, the WBAP Precinct Manager and other Precinct tenants. The Venue Sales Manager will also be responsible for setting up and managing effective and integrated systems, processes, and documentation with regard to venue partnerships and events.

DUTIES AND RESPONSIBILITIES

1. Business Development

- a) Identify new revenue streams for the Venue, in consultation with the ACO Executive Team and within the framework of the ACO's curatorial and artistic programming policies;
- b) Regularly undertake research to identify and develop a prospect list for Venue Hire and other activation during non-ACO usage periods. Maximise the commercial potential of the Venue by engaging with TV, Film, Food, Music and broader Arts, Media, Luxury, Digital, Tech, Finance, Automotive and Major Event companies, as well as arts and community organisations;
- c) Develop and successfully deliver a program of partners and hirers for the Venue to meet annual revenue targets;
- d) In conjunction with the ACO Marketing Team, develop and maintain high-quality business development digital assets that showcase the Venue's distinctive heritage, harbour location, unique acoustic and theatrical design and state of the art technology to engage new Venue partners;
- e) Work closely with the Directors of Artistic Programming, Market Development and Learning & Engagement to leverage business opportunities around existing ACO programming at the Venue;

- f) Nurture positive and productive relationships with Bell Shakespeare, AYTP and other Pier 2/3 and broader Precinct commercial neighbours to ensure a cohesive brand and visitor experience, as well as leveraging any collaborative commercial opportunities;
- g) Collaborate with City of Sydney and the NSW Government, as well as major tourism bodies (e.g. Tourism Australia and Destination NSW) to promote the Walsh Bay Arts Precinct and the Venue within their arts, culture, food and event strategies; and
- h) Deliver Venue tours for potential Venue partners and hirers.

2. Partnership & Contractual Management

- a) Successfully manage all relationships with Venue partners and hirers, to provide outstanding stewardship and build and maintain excellent relationships;
- b) Prepare venue hire quotes and negotiate commercial contracts for Venue hire and activation for ACO Executive approval in a timely manner; and
- c) With the support of the ACO's Hospitality Management Advisor, manage the ACO's contractual relationship with a panel of Venue caterers to maintain quality control and catering commission; and
- d) In consultation with Bell Shakespeare, ATYP and the WBAP Precinct Manager and with the support of the ACO's Hospitality Management Advisor, successfully manage the contractual relationship with the Pier 2/3 Shared Foyer Bar Operator.

3. External Event Management

- (a) Convert commercial hire enquiries into actual venue hire business and initiate event delivery process by executing the venue hire agreement and collating booking activity needs into the centralised event and venue management system (Artifax);
- (b) Ensure customer hand-over to the Venue Operations Team (Front of House & Event Services Manager and the Technical & Facilities Manager) is timely and smooth to ensure the customer experience is seamless;
- (c) Maintain a relationship with all venue hirers and partners as overall account manager by being the point of contact for venue hire and contractual related issues;
- (d) Ensure that timely and accurate financial reconciliation of booking activity occurs with a particular focus on the customer experience; and
- (e) Other duties as required and directed.

KEY RELATIONSHIPS

This position is required to develop positive relationships within their immediate team (ACO Pier 2/3) and across the whole organisation. Key internal stakeholders include the Executive Team, Philanthropy & Partnerships, Market Development, Artistic Operations, Finance, Learning & Engagement and the Orchestra.

The position works closely with external stakeholders including partners, patrons, hirers, contractors, suppliers and other WBAP tenants, as well as the WBAP Precinct Manager, statutory bodies and Government departments.

TERMS

This position is a two-year fixed term full-time position based in the ACO's office in Sydney. Please note that working hours for this position may be irregular due the nature of the role at Pier 2/3 with evening and weekend work required from time to time. The ACO supports opportunities for employees to achieve a balance in their work and home lives.

Due to the nature of this position, the successful applicant will also need to successfully complete Working with Children Checks and hold a Responsible Service of Alcohol Competency Card.

POSITION REQUIREMENTS

The successful applicant will meet the following position requirements:

Required Skills, Experience & Qualifications:

- Demonstrated experience in successfully securing, administering and servicing partnerships agreements;
- Demonstrated experience in writing successful proposals for external support;
- Demonstrated experience in managing contracts;
- Demonstrated experience in Event Management;
- Experience successfully preparing, managing and reporting on project budgets;
- Highly competent written and spoken communication skills with excellent attention to detail;
- Strong influencing, advocacy, negotiation and conflict resolution skills;
- Strong analytical skills;
- Superior organisational and time management skills with demonstrable experience in managing multiple projects and competing priorities;
- Exemplary people management skills, including experience in successfully building strong relationships with a wide variety of stakeholders;
- Capacity for swift and effective decision making under pressure; and
- A working knowledge of Workplace Health Safety (WHS).

Advantageous Qualifications & Experience:

- A broad working knowledge of the arts and cultural industries; and
- Experience in working with performing arts venue management databases.

Attitudes:

- Commitment to high level, solution focused customer service;
- Ability to work with enthusiasm and flexibility in a fast pace, agile, small team environment;
- A kind team player who does not compromise on personal responsibility;
- Initiative, self-motivation and self-discipline; and
- An interest in music.

DIVERSITY & INCLUSION

The ACO is committed to equity and inclusion and welcomes applications from Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, people with a disability, mature age workers, and lesbian, gay, bisexual, transgender, queer and intersex (LGBTQI+) people.

COVID-19 VACCINATION REQUIREMENT

ACO's view is that vaccines are an effective tool for protecting people against COVID-19. To minimise the risk of exposure to COVID-19 in the workplace, ACO currently requires that all employees who are able to receive a COVID-19 vaccine are fully vaccinated against COVID-19.

15 December 2022