



**ADELAIDE
FESTIVAL CENTRE**

POSITION DESCRIPTION

Date: July 2008

Position Title:	Manager, BASS
Department:	BASS
Classification / Level:	Job Grade 12 (Salary \$77,991 - \$95,330 plus super)
Contract tenure:	3 year full time contract
Reports to:	Manager, Commercial Operations
Direct reports:	Operations Manager Direct Ticketing & Marketing Services
Significant working relationships:	<ul style="list-style-type: none"> • Promoters & BASS Customers • Internal BASS personnel • All AFCT employees • CEO & Artistic Director • Senior AFCT Managers
Decision Making / Purchasing Authority:	In line with AFCT delegations authority, purchasing authority up to \$20,000
Special Conditions:	Hours outside core business operating time will be required.

Information on Adelaide Festival Centre	The Adelaide Festival Centre is central to the Arts in South Australia and an integral part of community life in the State. The AFC welcomes the community, artists and companies and provides arts leadership in SA. We celebrate and showcase Australian artistic achievements, develop them for a world audience and bring stimulating ideas and projects to our state.
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Department Overview	<p>BASS stands for Best Available Seating Service and was Australia's first computerised ticketing agency. Established in 1977, BASS today is South Australia's major ticketing agency and is an important part of the AFC's business activities. BASS can process 30,000 tickets per hour through the combined efforts of BASS Online (the first internet ticketing site offering real-time sales in the country) BASS Dial `n` Charge and the 21Outlets across metropolitan Adelaide.</p> <p>In addition to the venues at the AFC, BASS is the ticketing agency for Her Majesty's Theatre, Adelaide Town Hall and AAMI Stadium. The diversity of the business enables BASS to be the onsite agency for outdoor events such as the Clipsal 500 V8 Car Race.</p>
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Summary of Key Purpose:	<ul style="list-style-type: none"> • To reposition the business as the primary ticketing agency for the Arts. • To oversee the most effective utilization of the STiX ticketing software and ensure customer relationship management (CRM) benefits are achieved. • To liaise with key stakeholders in the Arts, including AFCT and Home Companies to facilitate audience development • To oversee and be responsible for the profitable operations of the BASS Ticketing service. • The effective management of the BASS business to ensure industry best practice service standards are achieved. • Identify future growth opportunities for the BASS business and prepare strategies for their realisation.
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Key Result Area / Accountabilities: (This position will :)	KPI / Measurement: (How this will be measured :)
Lead the planning, implementation and evaluation of objectives and strategies in the corporate and departmental business plan;	<ul style="list-style-type: none"> • A business plan and budget will be prepared annually by May • Departmental and AFC wide strategies will have demonstrable links with the corporate and business plan • Evidence will be provided twice yearly of ongoing monitoring and appropriate action to achieve the business plan and budget
Establish performance indicators and monitor results, including addressing negative trends	<ul style="list-style-type: none"> • Individuals and strategies will have performance indicators, regularly monitored
Identify opportunities to improve business performance;	<ul style="list-style-type: none"> • Not measured
Provide expert advice, assistance, consultation and innovation to senior management team from department's area of expertise	<ul style="list-style-type: none"> • Regular attendance at scheduled meetings and providing accurate information.
Provide accurate, detailed and timely reports to AFC Executive and Trust	<ul style="list-style-type: none"> • Regular & annual reports accurately reflect activity and are presented within timeframes.
Ensure staff are achieving KPIs and receiving regular and formalised feedback and performance reviews.	<ul style="list-style-type: none"> • Formal feedback is provided at least twice a year through documented PDR process. • Regular informal feedback and coaching is provided to staff
Lead and facilitate the development of an organisational culture of growth, learning and continuous improvement in all areas of the AFC.	<ul style="list-style-type: none"> • Organisational culture is assessed through an annual staff survey
Actively promote effective liaison with other departments of the AFC to optimise positive results for the AFC and efficiently manage activities;	<ul style="list-style-type: none"> • 100% of activities and programs demonstrate full communication and collaboration with other AFC departments from the earliest planning stages
Manage departmental budget in accordance with AFC guidelines to ensure that resources are applied equitably, efficiently and effectively to meet identified departmental needs	<ul style="list-style-type: none"> • Budget expense parameters are adhered to within a 5% variance. Revenue budgets are managed within a 10% variance.
Ensure processes are implemented and activities are monitored to achieve compliance with all legislative and corporate governance requirements including risk management, OHSW, EEO, Records Management, Procurement	<ul style="list-style-type: none"> • Independent audit verifies an appropriate control environment within department, for all legislative and governance requirements
Manage BASS operations to ensure effective and efficient delivery of BASS services	<ul style="list-style-type: none"> • Meet objectives of BASS business plan
Develop relationships with promoters and venue operators, which maximise BASS, market share of new and existing business opportunities.	<ul style="list-style-type: none"> • >90% of existing client base is retained & >10% new clients are obtained
Manage BASS client relations to ensure a high level of satisfaction with BASS services	
Manage BASS services to customers to maximise ticket sales	<ul style="list-style-type: none"> • Ticket sales increase as per BASS business plan
Direct market research activity in order to evaluate market place trends and customer preferences and responses and develop appropriate marketing strategies to attract and identify new market segments	
Develop and maintain a personal and departmental awareness of the performing arts, entertainment and sports industries and their current activities in order to identify activities and identify market trends that may impact on BASS business opportunities	<ul style="list-style-type: none"> • BASS product training programs to be implemented
Enhance CRM and audience development offerings to Arts stakeholders	<ul style="list-style-type: none"> • As per BASS Business Plan.
Ensure sales & marketing strategies are developed,	<ul style="list-style-type: none"> • Ticket sales increase as per BASS business

communicated and achieved	plan
Ensure leading edge ticketing technology and IT support is developed and supported to achieve industry best practice.	<ul style="list-style-type: none"> • BASS is independently identified as achieving industry best practice through Client evaluations
Project manage the development of STiX.	<ul style="list-style-type: none"> • As per BASS business plan

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Corporate Values:		
Value:	Detail:	Measurement:
1. We believe in the arts.	1. They are essential for a vibrant and healthy community. We provide an important service to the public.	1. Demonstrated passion for the arts
2. We are a leader in the arts.	2. We are proud of the leadership role we play in the arts.	2. Contribution to the promotion and achievement of the centre
3. We value our customers.	3. They are critical to our success. We respect, listen to and work with our customers and the community.	3. Demonstrated ability to provide outstanding customer service to both internal and external customers.
4. We achieve through teamwork.	4. By working as a team within the centre and actively seeking partnerships with other companies our achievements will be strengthened.	4. Strong commitment to teamwork and positive contribution to a cohesive team environment.
5. We support and value our employees.	5. It is integral to our success that employees feel supported, valued and acknowledged.	5. Demonstrated respect and professional behavior to others.
6. We believe in growth through improvement	6. Learning about new ways to improve our work will benefit the Centre and the community.	6. Demonstrated ability to review and improve the tasks and functions undertaken.

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Key Competencies:	Requirement (essential / highly desirable/ desirable)
Qualifications / Education	Qualification / Education
Successfully completed a tertiary level business qualification or similar	<i>Highly Desirable</i>
Knowledge/Skills/Abilities/Personal Attributes	Knowledge/Skills/ Abilities
Excellent communication, including written and interpersonal skills.	<i>Essential</i>
Demonstrated excellent negotiation skills.	<i>Essential</i>
Demonstrated accuracy and attention to detail	<i>Essential</i>
Demonstrated ability to implement quality assurance procedures	<i>Essential</i>
Demonstrated ability to meet and maintain deadlines	<i>Essential</i>
Demonstrated ability to provide a consistently high level of customer service	<i>Essential</i>
A consultative team building style with the ability to improve effectiveness and working relationships and accept responsibility for making decisions,	<i>Essential</i>
Strong demonstrated knowledge of management practices and principles	<i>Essential</i>
Demonstrated ability to work within budgetary constraints and guidelines	<i>Essential</i>
Demonstrated knowledge of marketing and promotional techniques	<i>Essential</i>
Working knowledge of ticketing and marketing services	<i>Highly Desirable</i>
Knowledge and understanding of the arts and entertainment industry	<i>Highly Desirable</i>
Experience	Experience
Previous experience managing teams in a customer focused environment	<i>Essential</i>
Proven experience preparing & winning business tenders	<i>Essential</i>
Previous experience in a like role within a senior management team	<i>Essential</i>

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Signature of Incumbent:

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Signature of Manager:

Date:.....

Date:.....