

Position Title:	Business Development & Events Manager
Department:	Customer Experience
Classification / Level:	Job Grade 10
Ordinary working hours & days:	Normal office hours, Monday to Friday or as agreed with manager
Reporting to:	Manager, Hospitality
Positions reporting to this role:	Senior Event Sales Executive Event Sales Coordinator
Significant working relationships:	Head of Customer Experience Head Chef Hospitality Executive Food & Beverage Supervisors Marketing Customer Experience Venue Sales Production
Decision/Purchasing Authority:	As designated by the Manager, Hospitality
Special Conditions:	Attendance at events is an essential requirement for the position. This will necessitate some out-of-hours work, including evenings and weekends. Attendance at industry expos representing AFC Hospitality.
Adelaide Festival Centre Overview:	Adelaide Festival Centre is central to the arts in South Australia and an integral part of community life in the state. Adelaide Festival Centre 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. Adelaide Festival Centre is located on Kurna Yarta. We respect First Nations people around Australia and acknowledge the Kurna people as the traditional custodians of the Adelaide Plains. We honour their relationship with country, and we do so in the spirit of reconciliation.
Department Overview:	At AFC, the Customer Experience Team encompasses patron services, ticketing, hospitality (F&B and events), and merchandise. The team assists with building a strong and recognisable brand across all customer touch points. It directs strategy and activity to generate revenue and deliver excellent on-site customer service that enhances our patrons' ticketing, event, and theatre-going experience.

Summary of Key Purpose:	<p>Working within Hospitality, this role manages the relationships, marketing, sales, budget, and administration of the Events Sales team. It works closely with colleagues and stakeholders to ensure sales targets are reached and events are delivered to a high standard.</p> <p>This role also manages the end-to-end strategic planning, execution and evaluation of marketing campaigns for Adelaide Festival Centre's hospitality activations and business.</p>
Key Result Area / Accountabilities:	
Event Sales and Delivery	
Create and implement a comprehensive and proactive sales and marketing strategy that delivers results that meet budgeted event targets.	
Deliver sales and account management of at least 6 major events per year (net revenue > \$40,000 each) from client enquiry/proposal, to negotiation, contracting, and delivery.	
With the Manager Hospitality, manage and deliver Adelaide Festival Centre's events budget line.	
Establish and maintain proactive ongoing working relationships with key stakeholders, including but not limited to Adelaide Convention Bureau, Professional Conference Organisers Association Events, Destination South Australia, and the Festival Plaza committee.	
Establish and maintain proactive ongoing working relationships with existing event clients and key industry counterparts, ensuring regular follow up to encourage and secure rebooking.	
Liaise, advise & negotiate with internal and external clients to facilitate the sale and execution of quality events, maintaining a strong relationship with all event stakeholders.	
Lead the events team to build strong client relationships by proactively engaging in site inspections, meet and greets, follow ups, cold calls, and general maintenance of client accounts.	
Research and collaborate with hospitality executive and head chef to create food and beverage offerings and event packages in line with industry trends. Work closely with both to ensure event contracts and proposals are in line with operational capability.	
Working with the hospitality executive, brief head chef and event staff before events.	
Meet and attend to clients and internal stakeholders before and during events.	
Hospitality Marketing	
Work with the hospitality team to achieve wider business and revenue goals.	
Deliver marketing campaigns for Adelaide Festival Centre's hospitality activations.	
Lead the development and implementation of hospitality marketing strategies (above and below the line) in consultation with the marketing team.	
Work closely with marketing's Design Studio to devise a creative campaign approach for all assets.	
With assistance from the marketing team, develop, implement and maintain and report on market research activity via customer feedback mechanisms.	
Leadership and Administration	
Manage the internal administration of AFC's Event Sales team.	
Manage direct reports, providing mentoring, clear delegation and workload management through effective and regular communication.	

Participate in wider hospitality and customer experience team meetings and activities, setting a good example of collaborative leadership and being a support to the Manager, Hospitality.
Provide administrative and research support including accurate database management, developing financial spreadsheets and drafting general correspondence as required.
Manage and maintain comprehensive event management information and reporting within EBMS to provide seamless delivery of quality functions.
Ensure appropriate order forms and other administrative paperwork is accurately completed in line with AFC Finance procedures and contractual obligations to facilitate final settlement of all functions.
General
Perform any other duties as directed by the manager, within level of skills, experience and competence.
Provide outstanding customer service by demonstrating respect, listening to and working with our customers, both internal and external, to achieve positive outcomes, where possible, for all involved.
At all times behave in a manner which is conducive to the values and expected behaviors at the Festival Centre and consistent with those prescribed in the Code of Ethics for the South Australian Public Sector.
Demonstrate appropriate behavior and adhere to AFCT's policies and procedures in relation to Equal Employment Opportunity and the prevention of Bullying and Harassment in the workplace
EBMS (Event Business Management System)
Employees are responsible for ensuring that they attend compulsory EBMS Training and seek further EBMS Training as needed to perform their role.
Records Management
All records created within the conduct of AFCT business to be managed in accordance with AFCT's Record Management Policy, associated policies, procedures and legislation.
Work Health & Safety Responsibilities (WH&S)
Care for your own and others' health and safety.
Comply with any reasonable instruction from the department, so far as you are reasonably able.
Cooperate with all reasonable departmental policies and procedures.
Comply with the WHS legislation.
Wear and maintain Personal Protective Equipment (PPE) as directed.
Use other safety and emergency equipment provided in the workplace.
Assist with and conduct risk assessments.
Report a hazard, incident, injury or illness arising from workplace activities within 24 hours.
Implement WHS policies, procedures and safe systems of work.

Key Competencies:	Requirement
Qualifications / Education	
Tertiary qualifications in business, marketing or hospitality	Highly desirable
Knowledge/Skills/Abilities	
Excellent communication and interpersonal skills.	Essential
Demonstrated experience in marketing/sales campaign strategy and delivery.	Essential
Demonstrated experience upselling functions/events	Essential
Team leadership skills	Essential
A consultative team-building style with the ability to accept responsibility for making decisions	Essential
Lateral thinking and problem-solving skills	Essential
Ability to priorities workloads to meet strict deadlines	Essential
Ability to meet tight deadlines	Essential
Proactive, enthusiastic, results-orientated focus	Essential
High degree of computer literacy including database manipulation and event scheduling software	Essential
Experience using Ungerboeck (EBMS)	Desirable
Ability to establish and maintain successful working relationships with a wide range of diverse people, both internal and external to the organization	Essential
A strong commitment to the delivery of excellent customer service	Essential
A passion for and high-level understanding of the arts/entertainment industry	Highly Desirable
Good understanding of Adelaide Festival Centre's operations and events and function spaces	Highly Desirable

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Signature of Incumbent:

Date: