



POSITION DESCRIPTION

Position Title	Functions & Conventions Officer
Position Code	1570
Business Unit	Arts, Culture & Events
Work Group	Events
Position Classification	Band 5
Effective Date	April 2019

Our Vision

The Rural City of Wangaratta prides itself on being a community that is connected, sustainable and contemporary. We provide our community with diverse opportunities to participate in the arts, sport and recreation, and in cultural events and programs to bring them together to connect and celebrate the great place in which we live. In this context we have a vision to build the best sports, aquatics and events precinct in regional Victoria – bringing significant social, recreational, health and economic benefits to our community. Our staff enjoy the regional lifestyle and the benefits of a community situated within a gourmet food and wine region, with a wide range of outdoor adventure activities, and serviced by excellent education and health facilities. We live in a place where good things grow.

Our Values

Our staff are our greatest asset. Our success comes from the everyday demonstration of our values, being:

- **Trust**, to have confidence in the character and competence of our work colleagues. □
- **Respect**, to acknowledge all people as individuals with inherent worth and value.
- **Openness**, where we are frank, honest and accountable in our dealings.
- **Fairness**, so we treat colleagues and customers fairly and consistently.
- **Excellence**, to contribute to outstanding services, systems and relationships.
- **Enjoyment**, so we obtain personal satisfaction from our work and display our enjoyment in the workplace.

1. Position Objectives

1.1 To achieve maximum sales profitability and venue utilisation within the area of Functions, Conferences and Business Events by effectively selling the Wangaratta Performing Arts & Convention Centre (WPACC) as a suitable venue for potential clientele.

1.2 To build positive client relationships and provide a seamless event experience at WPACC.

1.3 The Functions & Conventions Officer will take a hands on approach to daily operational tasks as required by function clients such as "meet & greet", venue

induction, problem solving and trouble shooting and public relation for the venue.

2. Working Relationships

Reports to	Venue Coordinator
Supervisors	N/A

3. Key Responsibilities

3.1 Co-ordinate professional meetings, conventions, trade shows, exhibitions and private functions and events at WPACC from initial enquiry to final invoice in a manner which exhibits professionalism and quality customer service to the Centre users.

3.2 Maximise venue utilisation in order to achieve set budgets.

3.3 Assist the Venue Coordinator to promote WPACC as a regional attraction for conferences and conventions to provide a one stop service for prospective organisers in liaison with the Wangaratta Visitor Information Centre and other tourism organisations.

3.4 Liaise with contract caterer to ensure timely delivery of information enabling professional delivery of catering services that complement the WPACC experience.

3.5 Share responsibility for managing the front of house operations as per policies and procedures for performances and functions liaising with staff, hirers, patrons and contractors. This includes 'meet & greet', venue induction, event confirmation, trouble shooting and public relations for the venue.

3.6 In conjunction with the Venue Coordinator develop and maintain systems, policies, procedures, documents and records to ensure efficient and effective daily operations.

3.7 Contribute to best practice in relation to occupational health and safety and equal opportunity matters.

3.8 Share responsibility for securing venue spaces, equipment and the building as necessary or as required by booking schedules in conjunction with WPACC Team Leaders.

3.9 In conjunction with the Venue Coordinator develop a functions & conventions marketing plan including collateral, advertising and promotion for conferences and events at the WAPCC.

3.10 Assist the Box Office with ticket sales, enquiries and administrative support as

required.

4. Core Physical Requirements

4.1 Capacity to undertake office based activities including sitting at a desk and using a computer for extended periods.

4.2 Capacity to undertake a range of duties involved in the operation of a performing arts centre facility.

4.3 Capacity to, on occasion, lift items unspecified in weight within individual limits.

4.4 In an emergency, be capable of escorting patrons from the building – including those patrons who have impaired or limited mobility.

4.5 Capacity to drive a motor vehicle.

5. Accountability and Extent of Authority

5.1 In consultation with the Venue Coordinator, accountable for the efficient and effective promotion and operation of functions, conventions and events at the Centre.

5.2 Accountable for the effective management of financial resources and budget within area of responsibility.

5.3 Accountable for the effective management and security of Council assets within area of responsibility.

5.4 Accountable for identifying and resolving potential problems and reporting issues to more senior staff.

6. Judgement and Decision Making

6.1 The role is required to make decisions that relate to the day-to-day operation of the Wangaratta Performing Arts & Convention Centre.

6.2 In situations where an issue is complex or has not been previously encountered the incumbent will be required to find a solution using advanced problem solving skills.

6.3 In some instances there may be a requirement to seek assistance from someone

external to the organisation.

6.4 The role is required to exercise personal judgement in creatively managing a diverse range of activities and ensuring that the venue is effectively utilised by all user groups.

7. Knowledge and Skills

7.1 Specialist Skills and Knowledge

7.1.1 Relevant knowledge and experience pertaining to conference and function sales, promotion and coordination. Ideally this would be in an environment such as the MICE industry, hospitality or event management.

7.1.2 Highly developed function sales, marketing and customer service expertise including strong administrative skills and attention to detail.

7.1.3 Proficiency with Microsoft Office suite and event management systems is essential. Some knowledge of computerised box office systems preferred.

7.1.4 Skills and experience with e-marketing, website management and social media.

7.1.5 Highly developed business skills.

7.1.6 Knowledge of financial systems and ability to develop, manage and monitor budget allocations.

7.2 Management Skills

7.2.1 Ability to set priorities, organise time and apply general organisational skills to manage multiple events simultaneously working under pressure and to deadlines.

7.2.2 End to end management of functions, events and conventions - from initial enquiry, proposal development and event delivery through to invoicing and post event recap.

7.3 Interpersonal Skills

7.3.1 Outstanding communicator and the ability to relate to a diverse customer base and develop positive relationships with community groups, organisations, key industry stakeholders and staff.

7.3.2 Highly developed negotiation skills.

7.3.3 Ability to discuss and resolve problems.

7.3.4 Passionate about delivering exceptional customer service.

7.3.5 Demonstrated ability to work cooperatively and effectively as part of a busy team to achieve specified goals.

8. Qualifications and Experience

8.1 Qualifications within sales and marketing and/or event management or significant relevant industry experience.

8.2 Extensive experience in event management and/or function sales including strong administrative skills and attention to detail.

8.3 Demonstrated experience in the development and delivery of promotional and marketing campaigns including e-marketing.

9. Key Selection Criteria

9.1 Qualifications within sales and marketing and/or event management or significant relevant industry experience.

9.2 Extensive experience in event management and/or function sales including strong administrative skills and attention to detail.

9.3 Highly developed marketing and customer service expertise.

9.4 Strong written and verbal communication skills and the ability to relate to a diverse customer base and develop positive relationships with community groups, organisations, key industry stakeholders and staff.

9.5 Ability to set priorities, organise time and apply general organisational skills to manage multiple events simultaneously working under pressure and to deadlines.

9.6 Knowledge of financial systems and ability to develop, manage and monitor budget allocations.

9.7 Availability to work weekend and after hours work, as required.

Authorised by: Director –

Date:

Employee's Signature:

Date:
