Job Description

Position details:

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| Title: | General Manager Venues | **Position Number:** | 06101 |
| Classification: | Level 9 | | |
| Branch: | Venues | | |
| Directorate: | Venue Management | | |
| Award/Agreement: | Public Sector CSA Agreement and GOSAC Award 1989 | | |
| Reports to: | Chief Operating Officer | | |
| Direct Reports: | Manager Venue Delivery and Operations  Manager Aquatics and Swim School  Administration Assistant  Manager Programs, Fitness and Sales  Venue Coordinator CLRC, MS & WAAS | | |
| Special Conditions: | Nil | | |

About the Organisation

Our Vision is to deliver world class sport and entertainment experiences through the effective management of our venues.

We directly support high performance sport by providing training and competition facilities, direct subsidies to sport on venue and events costs, and through the provision of high performance sport experiences for the community.

We focus on attracting world class sport and entertainment events, providing all Western Australians with the opportunity to be inspired.

About the VenuesWest Way

**The VenuesWest Way guides the way we work and the way we model our behaviour.**

It is our system of defining and measuring our culture and sets the expectations on how we engage, improve, support and challenge one another to be the safest and best we can be – as individuals and as a collective.

Our signature behaviours:

Shape

Description automatically generated

About the Directorate

The Venue Management Directorate is responsible for the activation of VenuesWest’s self-managed facilities through the provision of support for high performance sport and delivery of commercial and community opportunities for sport, recreation and entertainment.

About the Role

The General Manager Venues provides leadership and direction to the people in the Venues branch, driving a sales and customer service culture that engages our customers and is focused on achieving results.

The role is responsible for ensuring our self managed venues are programmed and delivered to provide safe, compliant and high quality customer and stakeholder experiences whilst developing and optimising venue usage, increasing patronage and maximizing financial returns.

About the Responsibilities

*VenuesWest is committed to the principles of Equal Employment Opportunity (EEO) and diversity in the workplace and the provision of a safe environment for our employees, customers, trainees, students and volunteers. We will perform all duties and responsibilities in a manner and behaviour consistent with EEO legislation, Occupational Safety & Health legislation, VenuesWest’s Code of Conduct, the VenuesWest Way and other relevant Policies/Procedures and legislation.*

Leadership and Strategic Management

* Has joint responsibility for the formulation of the Venue Management Directorate’s direction, policies and strategies.
* Facilitates continuous improvement through the ongoing monitoring, analysis and achievement of The Venue Management’s Directorate Business Plan, Budget and KPI’s, responding proactively and making changes when required.
* Assists in the delivery of major corporate projects.
* Assists in the delivery of change management strategies required to achieve organisational objectives.

Corporate Governance, Accountability and Compliance

* Provides leadership for the members of the Venues branch to achieve the Venue Management Directorate’s objectives.
* Contributes to the development and maintenance of the VenuesWest’s accountability framework and manage resources to deliver on the expected outcomes and outputs for this position.
* Leads the implementation and evaluation of corporate governance practices and systems for the Venues Branch ensuring compliance.
* Contributes to the identification and management of exposures in relation to risk, liability and safety.
* Ensures the set up and delivery of all VenuesWest self-managed venues and services comply with all required regulations, legislation and operating standards.

Client and Stakeholder Management

* Develops and fosters industry, community and government communications and relationships.
* Positively manages stakeholder relationships and consults and negotiates with a range of external stakeholders including industry representatives.
* Represents VenuesWest in negotiations, discussions and consultations with customers and key stakeholders.
* Works collaboratively to deliver continuous improvement within the directorate and across the organisation to ensure the successful delivery of VenuesWest services.
* Liaises with team members and local, state and national authoritative bodies to ensure compliance with relevant regulations, legislation and operating standards for VenuesWest.

Development and Leadership of People and Teams

* Provides effective leadership and ensures the team models the behaviours of the VenuesWest Way.
* Assists in shaping appropriate work cultures aimed at facilitating high performance.
* Undertakes the VenuesWest Performance Development Planning process for the Venues Branch ensuring people are continually developed and recognised.
* Assists in the delivery of the VenuesWest Workforce & Diversity Plan.
* Works collaboratively as an active member of the VenuesWest Management team sharing information and ideas and promoting professional development within the team.
* Guides the Venues Branch Managers in managing the performance of people in their teams, ensuring clear performance expectations, timely recognition of achievements and timely management of underperformance.

**Management**

* Drives key programs and business areas to develop and ensure our products and services are as relevant as possible to the market.
* Liaises with marketing to appropriately promote our products and services.
* Develops strategies for sales and retention to optimise venue usage, increasing patronage and maximize financial returns.
* Drives a customer service and sales focused culture across the Venues branch.
* Leads the effective implementation, management and operation of Gym Sales across the Venues branch.
* Ensure the professional delivery of the sales journey and sales strategy across the Venues branch.
* Leads the Venues branch in the planning, programming and delivery of safe and quality programs and services, and the appropriate set up, presentation, operation and break down of venues including the delivery of aquatic carnivals and events.
* Leads and develops a professional sales culture.
* Identifies and pursues opportunities for new or improved programs and services delivery including commercial opportunities that optimise venue usage, increase patronage and deliver commercial returns that benefit the expense recovery business measure.
* Develops and presents business cases and proposals to support the introduction of new opportunities.
* Works collaboratively with the General Manager Commercial to manage venue usage requirements and priorities and negotiates changes to venue usage when events take priority in line with the agreed priority of use and subsidy arrangements.
* Contributes to the development and acquisition of commercial event opportunities as required.
* Identifies analyses and manages risks associated with the delivery of programs and services, and setup, operation and delivery of the VenuesWest self-managed venues.
* Implements strategies and initiatives to retain and increase commercial opportunities and memberships across the Venues Branch.
* Represents VenuesWest in high level customer complaints and concerns and assists and guides Venues Branch Managers in resolving customer complaints and concerns in their business areas.
* Works collaboratively with the Facilities branch to prioritise and manage the maintenance, presentation and security of the VenuesWest self-managed facilities.
* Is accountable for the continuous management, monitoring and review of human, financial, technological and physical resources to achieve the Venue Management Directorates Business Plan and Key Performance Indicators.
* Develops Executive and VenuesWest Board papers and reports pertaining to the Venues Branch activities, performance and strategies as required.
* Leads and directs the development and implementation of policies, processes and standards within the Venues branch that improve decision making, contribute to continuous improvement and retention of corporate knowledge.
* Ensures all procurement within the Venues branch reflects the best value for the good and services procured.
* Contributes to the Strategic Asset Plan for the Venue Management Directorate.
* Liaises with the Capital Works branch as required on the planning and delivery of capital and minor works projects.
* Works collaboratively with the Marketing team to develop marketing initiatives that maximize the financial returns of business opportunities.
* Maintains awareness and advises on issues and trends relevant to entertainment, sport and recreation matters, facilities and infrastructure.

Occupational Safety and Health

* Reads and understands all emergency plans and safety and health procedures, follows safe work instructions, undertakes emergency management and safety related training and assumes responsibilities as required or directed.

Other

* Other duties as required.

About the Person

The following *essential* capabilities are to be addressed in the context of the responsibilities of the position:

1. High level skills, knowledge and experience in the management and delivery of venue operations and programming across a multi-purpose sport, recreation and entertainment venue including:

* shaping the development, promotion, delivery, sales and retention of programs;
* high level engagement and relationship management of key stakeholders;
* experience in developing and delivering high quality customer service experiences and safe and compliant programs and services including the development of a professional sales culture
* negotiation of high level contracts and agreements; and
* high level financial management skills and business acumen including conducting assessments of fiscal returns for programs and activities and introducing amendments to facilitate improvement in finance and other key performance indicators (KPIs).

1. Inspires a sense of purpose and direction and focusses strategically by establishing goals that link the organisational goals and the business unit’s goals. Harnesses information; considers opportunities and risks and identifies innovative solutions.
2. Achieves results by creating a flexible environment that enables people to meet changing demands and implements continuous improvement activities. Adopts a planned approach to the management of work and projects and drives a culture of achievement by ensuring ideas become actions that result in expected outputs.
3. Builds and sustains productive relationships with a diverse range of stakeholders, facilitating cooperation and partnerships; and resolves conflicts effectively. Guides, coaches and develops people, empowering them, setting and managing performance, and giving timely recognition.
4. Exemplifies personal integrity by adhering to and promoting the VenuesWest Way and Code of Conduct; providing impartial and forthright advice; making tough corporate decisions and standing by them. Commits to actions and displays resilience in achieving them. Demonstrates self-awareness and commits to personal development.
5. Communicates confidently, clearly and accurately both orally and in writing, listening to, understanding and adapting their style to their audience. Negotiates persuasively, addresses disagreements and ensures negotiations remain on track.
6. Guides, coaches and develops people. Ensures performance management frameworks are in place; Drives executive capability development and succession management; Engages in strategic workforce planning and alignment of the workforce with organisational goals and leads continuous improvement.

**The following *desirable* capabilities are to be addressed in the context of the responsibilities of the position:**

1. Tertiary qualification in Business Management, Sport and Recreation, Event Management or a related discipline
2. Previous experience managing aquatic operations.
3. Previous experience managing working relationships with high performance sporting bodies.
4. A proven track record in significantly increasing patronage and sales within a sport and recreation facility environment

Employment Conditions and Eligibility

Appointment to this position is conditional upon:

* providing appropriate evidence of the ‘Right to Work’ in Australia
* providing a National Police Clearance Certificate (dated within 3 months from the date of application for the position) from a recognised service provider as determined by VenuesWest

**Important note:** The key requirements and attributes detailed above are based on the following core capabilities prescribed in the VenuesWest Job Capability Framework:

* Shapes and manages strategy
* Achieves results
* Builds productive relationships
* Exemplifies personal integrity and self-awareness
* Communicates and influences effectively
* Manages people

Additional information can be obtained by contacting People and Culture on (08) 9441 8362.

Certification:

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| The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position. | | |
| Peter Bauchop  Chief Operating Officer |  | Date Approved:  08/08/2022 |
| As occupant of the position I have noted the statement of duties, responsibilities and other requirements as detailed in this document. | | |
| Employee Name: |  | Date Appointed:  ……../……../…….. |
| Signature: |  | Date Signed:  ……../……../…….. |