

Job Description

VENUES WEST

Position details:

Title:	Event Marketing and Ticketing Coordinator	Position Number:	02105
Classification:	Level 7		
Branch:	HBF Park		
Directorate:	Venue Management		
Award/Agreement:	VenuesWest General Agreement		
Reports to:	Event Manager		
Direct Reports:	Nil		
Special Conditions:	Ability to work weekends and out of hours to meet event needs		

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:



About the Directorate

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

About the Role

The Event Marketing and Ticketing Supervisor delivers HBF Park's event marketing and ticketing for all events to ensure the planning, set up and delivery of events and services are safe, compliant, achieve high quality customer experiences and optimise 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.

Ticketing

- Manages ticketing requirements for all events in coordination with the ticketing service provider, ensuring all relevant ticket builds are 100% accurate and developed in line with event operational requirements.
- Works with licensees to develop Venue Scaling Maps and Spreadsheets when bidding for an event, providing recommendations where appropriate
- Manages box office requirements and event day ticketing, delivering all requirements to the highest level of standard.
- Assists the Event Manager with the development and delivery of Venue Event Plans for all events.

Marketing and Communications

- Generates and implements event specific marketing strategies in conjunction with the Licensee.
- Coordinates event specific theming of staff and the venue in conjunction with the Licensee.
- Creates website content for inclusion on the stadium website and utilises online promotional tools, including social media.
- Acts as the local venue contact for media enquiries and press conferences, working in conjunction with the VenuesWest Communications Manager.
- Supervises and delivers the sale of all function and corporate areas in coordination with the Licensee, and reports to the Event Manager.
- Works with community groups, promoters, supporting bodies and associations that use the Stadium and fosters good working relations.
- Plans, designs, and coordinates a hard & digital signage strategy to ensure safe and efficient patron movement and advertisement for events.

Client and Stakeholder Management

- Liaises with the Licensee to develop suitable initiatives and provide recommendations on proposals regarding initiatives to drive increased attendance rates to the Event Manager.
- Manages patron feedback and complaints, escalating them if required, and recommends / implements improvements.
- Liaises with key stakeholders to ensure good working relationships.
- Builds key stakeholder relationships, including strong relationships with ongoing Entertainment Tour Management & home sporting codes

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

- Backfills the Event Manager and Event Front of House Supervisor positions as required, to deliver back of house and front of house services at events.
- Assists the Event Manager to develop event plans and supervise minor or non-commercial events.



- 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. Previous relevant experience in event marketing and ticketing operations within a sport, recreation or entertainment venue including:
 - a. A strong commitment to understanding customer/client needs and drivers to deliver results.
 - b. Strong analytical skills with a focus on benchmarking and continuous improvement
2. Supports shared purpose and direction by understanding the work environment; Contributes to team planning; Analyses information and identifies risks and uncertainties in procedures and tasks.
3. Monitors own progress against performance expectations; Demonstrates knowledge of new programs, products and services; Works to agreed priorities responding to changes in requirements to ensure results are achieved.
4. Builds and maintains relationships with team members, colleagues and clients; Shares information with and contributes to team discussions; Treats people with courtesy and respect; Responds to diverse experiences seeking input from others and supports a culture of quality customer service.
5. Exemplifies personal integrity and self-awareness by adhering to the VenuesWest Way and Code of Conduct; Provides accurate information; Maintains effective performance in challenging situations; Takes responsibility for completion of work and seeks self-development opportunities.
6. Communicates clearly both orally and in writing, structuring messages clearly and succinctly; Listens to differing ideas and understands issues.
7. Ensures roles and responsibilities are clearly communicated to establish clear performance standards and deadlines; Recognises and develops potential in team members and provides constructive feedback; Promotes change processes and communicates change initiatives across the team/unit.

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

1. Demonstrated ability in the use of Adobe Illustrator to produce event / function maps and technical plans.

Qualifications / Certifications

Essential:

- WA Construction Industry White Card (Work Safely in the Construction Industry); or capacity to complete within 1 month of commencement

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:

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.		
Mia Glavinias A/General Manager HBF Park		Date Approved: 17/01/23
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:/...../.....

