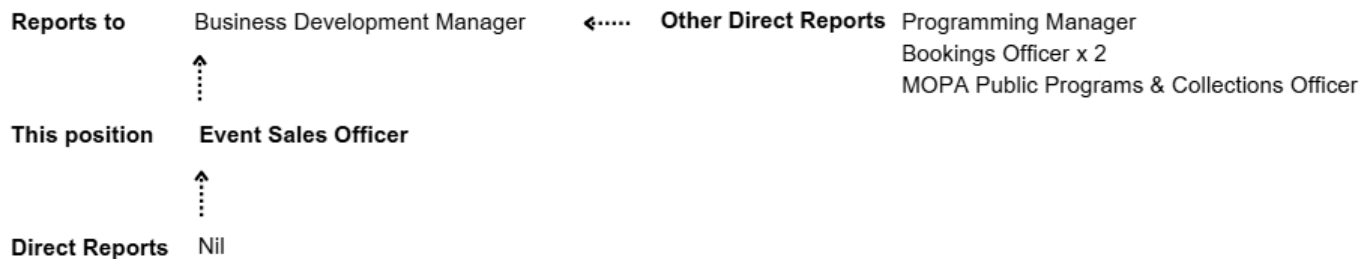


# Event Sales Officer

16671

Level	5	Agreement	Public Sector CSA Agreement 2022
Directorate	Strategy & Partnerships		
Team	Business Development		
Location	Perth Metro Venues		



## Purpose

The **Event Sales Officer** is responsible for increasing business sales and ACT's profile, , assessing event viability, negotiating sales arrangements, securing funds and pitching business plans to partners/sponsors. Works under the strategic direction of the Business Development Manager to implement sales initiatives and contribute to business growth objectives.

## Responsibilities

1. Collaborate with Business Development, Programming & Event Services to develop event strategies that align with revenue goals and maximize sales opportunities.
2. Work closely with the Business Development Manager to craft and refine sales strategies that align with long-term business objectives and organisational growth targets.
3. Utilise communication and relationship-building skills to foster strong client partnerships and enhance cross-departmental collaboration.
4. Manage event-related financial analysis to ensure alignment with budgetary and business goals, providing regular reports on performance to the Business Development Manager. Working collaboratively with Research, Planning and Reporting, and Marketing provide insights on market trends and competitor activities to inform and adjust sales strategies and ensure a competitive edge.
5. Ensure clear communication of event booking details to facilitate the efficient planning and coordination of event-related arrangements, ensuring alignment with provided guidelines and .to achieve business and client objectives.
6. Oversee the compliance of contractual obligations and enhance customer satisfaction while contributing to overall sales and revenue growth.
7. Actively pursue strategic event opportunities in collaboration with the Business Development Manager, identifying potential partnerships and enhancing booking conversions.
8. and maintain a competitive edge.
9. Contribute to a high-performance sales culture by supporting innovation, continuous improvement, and proactive client engagement.
10. Other duties as required that fall within the parameters of the position.

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### Compliance and Legislative Knowledge

1. Complies with the Code of Conduct, policies and procedures and relevant appropriate legislation; and
2. Meets Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.

## Work Related Requirements

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### Essential:

1. Demonstrated experience in sales and event management ideally within the arts, cultural and/or entertainment industries.
2. Strong knowledge of the events industry, with a focus on driving revenue growth.
3. Strong interpersonal skills with the ability to establish effective relationships with key stakeholders, including senior management.
4. Demonstrated high-level budgeting and financial management skills.
5. Excellent communication and presentation skills, with the ability to influence and educate diverse audiences.
6. Exceptional time management and organisational skills complimented by strong administration skills and a high level of attention to detail.
7. Ability to understand and operate within ACT mission, vision and values.

### Desirable:

1. Relevant qualifications in Events Management or a related field.
2. Experience in use of event management / functions software or similar such as Momentus.
3. Experience in contract negotiation and management.

### Other Requirements:

1. ACT venues are a seven (7) day a week operating environment and there are requirements to work weekends and after normal business hours.

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## Qualification and License Requirements

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N/A

<b>Organisational Purpose</b>	To grow and support Western Australia's cultural and creative industries through the optimisation of our venues and activation of spaces
<b>Directorate Purpose</b>	Strategy & Partnerships - Initiates strategy and delivers reporting on success. Drives engagement with partners, hirers and stakeholders. Enhances ACT's market presence.
<b>Team Purpose</b>	NA
<b>Position status</b>	Permanent/full time
<b>Last updated</b>	