



POSITION TITLE	Conference and Event Sales Officer, The Cube Wodonga
AWARD AND CLASSIFICATION	Wodonga City Council Enterprise Agreement 2018 to 2021 Band 5
DIRECTORATE	Community Development
BUSINESS UNIT	Cultural Services
REPORTS TO	Team Leader, The Cube Wodonga
SUPERVISES	Nil
EMPLOYMENT STATUS	Part-Time – 30 hours per week
DATE	August 2021
EMPLOYEE NAME	Vacant

ORGANISATIONAL CONTEXT

Wodonga Council’s vision for the city is to be seen as a ‘progressive, well-planned city that is affordable, offers an abundance of opportunities and is led by strong, empathetic stewardship’. This vision will support us to realise our mission ‘to strengthen the community in all that we do’.

POSITION OBJECTIVES

To provide efficient, flexible and effective management of The Cube’s venue bookings; including meetings, events and external performances, whilst providing high quality customer service.

The position requires a passionate, sales and customer service-focused individual with the ability to self-motivate and drive results, ensuring successful event for all clients of The Cube Wodonga.

The position requires excellent communication and organisational skills, be proficient in Microsoft Office applications and have highly developed administrative skills.

A background in conference venues, hospitality, hotels or events is highly recommended. A willingness to learn the online booking and ticketing systems is a must and any previous experience with booking systems is highly desirable.

our values

TRUST - RESPECT - INTEGRITY - LEARNING

our mission

WE WILL STRENGTHEN THE COMMUNITY IN ALL THAT WE DO

The position is 30 hours a week, with the days of work according to a roster and determined by business needs. Rostered days of work will be over a calendar week and may include weekends, evenings and daytime work. Flexible work arrangements are available.

ACCOUNTABILITY AND EXTENT OF AUTHORITY, INCLUDING DUTIES

Under the guidance of the Manager and Team Leader, this position may be responsible to undertake any of the following duties as allocated from time to time:

Accountability:

- Assist with maintaining the booking and event management systems and databases, create post-event, reports and collect feedback, providing information and statistical data as required.
- Work with the Team Leader to manage internal and external aspects of bookings at The Cube's meeting and event spaces.
- Work with the Team Leader manage booking queries, booking catering, administration, scanning, data entry, spreadsheets, word processing, generation of reports and ad-hoc administrative needs as required.
- Ability to work with a high level of flexibility in a changing environment.
- Ability to deliver and coordinate projects within the councils policy and procedures;
- Ability to manage own workload to meet set deadlines.
- Promoting The Cube Wodonga as a versatile and multi-use event and function venue to local, regional and metro businesses.
- Building and maintain relationships with all stakeholders, including clients, guests, external contractors, caterers and other internal departments.
- Assisting the Team Leader and Event Attraction officer in attracting major and minor events to The Cube Wodonga and the courtyard.
- Develop and effectively use the online booking system to ensure efficient documentation of events, providing detailed information and documentation for other staff members to follow when working events.
- Overseeing and ensuring the smooth running of events as required.
- Assist with the attraction of regional conferences to the venue where required.

Authority to:

- Build relationships with prospective clients and maintain established relationships, by creating tailored proposals for incoming conference and business events.
- Co-ordinate tours and site inspections of the venue with potential clients.
- Prepare quotes based on client needs in line with the approved fees and charges and The Cube charging guidelines.
- Work with Team Leader to meet event and venue income targets, tracking stats and creating forecasts from information within the booking system.

- Work closely with the Team Leader and caterers to look at innovative ways to develop business and develop relationships with potential clients, ensuring all needs are met and that events run smoothly.
- Provide advice and guidance to hirers to build their capacity in event planning and execution.
- Develop, together with the Marketing team, collateral to promote the venue to potential hirers, promoting The Cube Wodonga via digital marketing platforms and printed collateral.
- Identify potential markets, attract new business opportunities and negotiate with prospective clients.
- Seek client feedback, review events and refine service delivery accordingly.
- Assist the Team leader with other tasks as required.
- Assist in the delivery of Cube Season performances and council events as required.

COUNCIL EMPLOYEE VALUES AND BEHAVIOURS

You are expected to demonstrate the values in your everyday work and your interactions with colleagues and the community.

Trust Talk straight – Say what you mean and mean what you say
 Create transparency – Do not withhold information unnecessarily or inappropriately
 Right wrongs
 Practice accountability – Take responsibility for results without excuses
 Extend trust – Show a willingness to trust others, even when it involves a measure of risk

Respect Treat other people with courtesy, politeness and kindness, no matter what their position or opinion
 Listen first – Seek to understand others before trying to diagnose, influence or prescribe

Integrity Tell the truth in an appropriate and helpful manner that does not compromise the organisation's objectives and values
 Keep confidences
 Do what you say you will do to the best of your ability
 Be open about mistakes
 Speak of those that are absent only in a positive way

Learning Work together and learn from each other
 Continuously improve and innovate
 Be open to change
 There is a high degree of responsibility for results – delivery without excuses

CAPABILITIES AND BEHAVIOURS

For details of personal and leadership competencies relating your role, please see Attachment 1.

JUDGEMENT AND DECISION-MAKING SKILLS

- Ability to strategically analyse the fees and charges, venue requirements and clients' needs to offer the best outcome for all parties, whilst meeting all council and venue policies and procedures.
- Ability to problem solve, have sound judgement and initiative, ensuring high quality customer services and event delivery.
- Guidance and advice is available from the Team Leader.

SPECIALIST KNOWLEDGE AND SKILLS

- Event management, with skills particularly relating to supplier relationship management, preparation of proposals and quotes, client and delegate management and venue logistics.
- Understanding of the hospitality, conference or event industries, and event delivery within that field.
- Administrative skills, budget management and data collection.
- Sale and customer service skills

MANAGEMENT SKILLS

- Ability to manage own time, set priorities and plan and organise one's own work to achieve specific and set objectives in the most efficient way possible, with the resources available and within the set timeframes.
- Ability to supervise a range of service providers and staff engaged in delivering events.
- Understanding of, and ability to implement personnel practices including equal employment opportunity, OHS and on-the-job training and development.

INTERPERSONAL SKILLS

- High level of communication skills.
- Strong organisational skills and the ability to work independently.
- Ability to work in a team and proactively and positively participate in projects and meetings.
- Ability to work in high pressure situations and problem solve in a calm and professional manner.
- Ability to take on constructive feedback and delivery of timely information to the team leader.
- Ability to build strong relationships with stakeholders.
- Ability to have difficult conversations and manage conflict in a positive and professional way.

INFORMATION TECHNOLOGY SKILLS

Information technology skills commensurate with the level of the position including being able to use a computer. Training will be provided for all internal systems.

- Experienced in the use of IT systems and processes to foster business unit and workplace objectives. E.g. systems below.

- Pathways/Finance 1
- Microsoft office suite
- Online booking software - create and process quotes, contracts and invoices (Artifax)
- Check receipt of payment within the council's financial programs (Finance 1 and Pathway) –.
- Understanding the importance of good record keeping and the ability to effectively use council's document management system and booking software.

CUSTOMER SERVICE SKILLS

Meet Council's Customer Care expectations including:

- Being honest, ethical and professional;
- Being helpful and courteous;
- Listening with respect and understand the customer's issues;
- Meeting commitments made;
- Keeping the customer informed;
- Ensuring that the customer clearly understands what is being said;
- Apologising if a mistake is made and attempt to make it right; and,
- Assisting customers with physical, sensory or intellectual disabilities, to achieve equitable access to our services.

EMERGENCY MANAGEMENT DUTIES

As part of this role, the incumbent is expected to assist The Cube Wodonga in dealing with any emergency situation which affects the operation of the council and/or wellbeing of the community.

QUALIFICATIONS AND EXPERIENCE

- Completion of a relevant degree or diploma course in business admin, event, hotel or hospitality management, or lesser formal qualifications with demonstrated experience in a similar role.
- Sales experience in a conferencing, hospitality, hotel management or event capacity.
- Experience in working with equipment needs associated with meetings, conferences, presentations, and performances.

LICENCES AND MANDATORY REQUIREMENTS

- Current Drivers Licence
- National Police Check (required to be supplied by the employee or prospective employee prior to commencement)
- Victorian Working with Children Check (required to be supplied by the employee prior to commencement, and renewed as required)

EQUAL OPPORTUNITY EMPLOYER

Wodonga Council is an equal opportunity employer. We ensure fair, equitable and non-discriminatory consideration is given to all applicants, regardless of age, sex, disability, marital status, pregnancy, sexual orientation, race, religious beliefs or other irrelevant factor. We recognise our proactive duty to ensure compliance with equal opportunity and other workplace-related legislation, and to eliminate all forms of discrimination.

INHERENT REQUIREMENTS OF THE JOB

For details of the inherent requirements of the job, please see Attachment 2.

COGNITIVE JOB DEMANDS

The position is required to operate at the Officer level and will be required to demonstrate the personal competencies and behaviours detailed in the People and Performance Framework attached. The cognitive demands of the role include:



- Having difficult or uncomfortable conversations.
- Meet performance expectations.
- Working in a professional capacity within the work environment.
- Being willing and able to adapt to change.
- Demonstrating resilience under pressure, and in changing and challenging circumstances.

KEY SELECTION CRITERIA

1. Qualifications in event or conference management, sales, business administration or hospitality with demonstrated experience in a similar role of bookings (sales), delivering events, conferences or weddings for a venue.
2. Well-developed communication skills, with the ability to engage with community and businesses to develop strong customer relationships.
3. Strong time management skills with the ability to troubleshoot, set priorities and forecast one's own work schedule.
4. Focus on continuous improvement, with the ability to seek feedback, review work practices and facilitate improvements.
5. Demonstrate ability to operate with a high degree of flexibility and initiative in a varied and changing work environment.

Staff member signature

People and performance framework

CUSTOMER SERVICE AND COMMUNICATION  Understanding and valuing our customer needs to make sure we provide quality customer service.		BUILD AND ENHANCE RELATIONSHIPS  Collaborating and working with our people and community.		PLAN, ORGANISE AND DELIVER  Performing work to the best of our ability to deliver successful outcomes for our people and community.	
FUTURE FOCUS  Identifying ways we can do better and anticipating future opportunities.		PEOPLE DEVELOPMENT  Looking after the personal and professional growth of our people.		MANAGE HEALTH AND WELLBEING  Recognising the importance of staff health and wellbeing.	
		SAFETY AND RISK MANAGEMENT  Prioritising safe and ethical behaviour and decision-making in everything we do.			

Customer Service and Communication

Demonstrates commitment to a high standard of service to customers and the community.	<ul style="list-style-type: none"> • Is helpful, shows respect, courtesy and fairness with staff and customers • Demonstrates empathy and a willingness to assist • Communicates information clearly • Listens and asks questions to understand customer needs and point of view • Proactively seeks solutions and keeps customers informed of progress • Operates within council procedures and policies • Writes in a way that is logical and easy to follow
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Build and Enhance Relationships

Works co-operatively and effectively with others.	<ul style="list-style-type: none"> • Demonstrates clear, open and honest communication • Works constructively to resolve conflict • Shows enthusiasm to help others • Listens and respects the value of different views, ideas and ways of working • Builds and sustains positive relationships with staff and customers • Actively participates in team and other activities • Keeps others informed and seeks clarification when required
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Plan, Organise, Deliver

Organises and prioritises own work to meet work commitments.	<ul style="list-style-type: none"> • Demonstrates effective use of time and resources to meet expectations and achieve outcomes • Understands what is required of the role and how this contributes to team priorities • Keeps appropriate people informed on progress of tasks and projects • Seeks information when required, demonstrates initiative • Undertakes to complete all tasks with a positive, can-do attitude
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Future Focus	
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<p>Looks for improvements and is adaptable to change.</p>	<ul style="list-style-type: none"> Understands council vision and purpose and how their role fits in Is willing to adapt to changing processes, systems, technology and environments Looks for improvements and better ways of doing things Seeks support and clarification when required
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People Development	
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<p>Welcomes opportunities for learning and self-development.</p>	<ul style="list-style-type: none"> Displays council values Reflects upon own performance Seeks and acts upon feedback Sets goals for personal and professional development Finds ways to learn and improve in the completion of day-to-day tasks Takes responsibility for own work and meeting job requirements
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Manage Health and Wellbeing	
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<p>Takes responsibility for self-care and managing work-life balance.</p>	<ul style="list-style-type: none"> Demonstrates effective time management and prioritising of tasks Is aware of, controls and expresses their own emotions appropriately Recognises when support is needed Accepts responsibility for their own actions and outcomes Is aware of the importance of self-care
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Safety and Risk Management	
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<p>Takes responsibility for personal actions and reports safety and compliance concerns.</p>	<ul style="list-style-type: none"> Remains vigilant in ensuring a safe working environment for self and others Is aware of risk and takes action to prevent problems Reports hazards, incidents (including near misses) and compliance concerns in a timely way Understands the importance of honesty and transparency Avoids and discloses conflicts of interest and guards against the misuse of council resources and assets Complies with policies and procedures
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ATTACHMENT 2

FREQUENCY	% OF WORK DAY / TASK
Rare (R)	0-5%
Occasional (O)	6-33%
Frequent (F)	34-66%
Constant (C)	67-100%

INHERENT REQUIREMENTS OF THE JOB

Wodonga Council will provide reasonable adjustments to assist a person with a disability to perform these inherent requirements of the job.

TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Event attraction and facilitation	Attracting events to The Cube, and co-ordination of events	<ul style="list-style-type: none"> Liaison with staff of all levels Liaison with external networks, building relationships Attending sites of external agencies Attending and hosting meetings Working in collaboration with external agencies Driving company vehicles Co-ordination of event set up Visual inspection Phone use Handwriting notes 	Sitting			X	
			Standing			X	
			Walking			X	
			Lifting < 15kgs	X			
			Carrying	X			
			Pushing	X			
			Pulling	X			
			Bending	X			
			Reaching	X			
			Fine motor			X	
			Neck postures				X
			Accepting instructions			X	
			Providing instructions			X	
			Sustained concentration				X
			Decision making			X	
			Simple problem solving			X	
			Interaction with others				X
			Exposure to confrontation			X	
			Respond to change			X	
Prioritisation				X			

TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Administration	Desk based duties relating to the role.	<ul style="list-style-type: none"> • Liaison with staff of all levels • Liaison with external agencies and the community • Phone use • Computer use • Use of complex booking system • Use of council's multiple systems • Policy and document review • Operate within a budget 	Sitting				X
			Standing		X		
			Walking		X		
			Climbing	X			
			Bending	X			
			Twisting	X			
			Reaching	X			
			Fine motor				X
			Neck postures				X
			Accepting instructions			X	
			Providing instructions			X	
			Sustained concentration				X
			Decision making		X		
			Simple problem solving			X	
			Interaction with others				X
			Exposure to confrontation			X	
			Respond to change			X	
Prioritisation				X			