

Position Description

Position Title	Senior Venue Business Development Officer
Directorate	Community Strengthening
Department/Business Unit	Creative and Engaged City
Team	Culture and Community Hubs
Classification	Band 5
Date	January 2025

Reports to:	Team Leader Customer and Business Development		
Supervises:	Venue Bookings Officers		
Internal Liaison:	 Creative and Engaged City Team, Community Strengthening Staff and Management Council Governance staff, Mayor's office and CEO office 		
External Liaison:	 Hirers, ticket purchasers, and visitors to Drum Theatre and other venues within the portfolio Sponsors, partners, and Friends of Drum Theatre 		

Position Objectives

The purpose of this role is to drive business growth and operational efficiency by overseeing venue bookings, sales, and utilisation for Civic and Community Facilities.

This position ensures that venues are effectively managed and utilised in alignment with the Council for Greater Dandenong's organisational goals. By developing strategic partnerships and optimising venue use, this role supports operational excellence, enhances community engagement, and contributes to achieving the Council's community and cultural objectives.

- Maximise the use of cultural and community venues through strategic bookings and effective management. Ensure optimal space usage and revenue generation by coordinating venue schedules and leveraging data to improve booking strategies.
- Improve customer relations and serve as the primary point of contact for clients, handling bookings and enquiries with a focus on high-quality customer service.
- Strengthen community engagement by working with community groups and stakeholders to improve
 access to Cultural and Community venues, fostering positive relationships and enhancing community
 involvement. Develop initiatives to support diverse community needs and ensure inclusive access to
 venue services.
- Drive business development and attract and retain clients for venue hire, fostering new partnerships and expanding business opportunities.
- Streamline booking processes to ensure accurate and efficient handling of all venue bookings.
- Contribute to budget management by maintaining accurate financial records, processing invoices and purchases promptly, and preparing financial reports. Ensure financial efficiency in venue operations and support budget forecasting.

Key Selection Criteria

 Proven experience in implementing strategic plans to enhance venue operations and business development, or completion of a relevant degree or diploma course with some relevant work experience.

- Ability to align venue operations with organisational goals and support performance expectations for business development teams.
- Track record in attracting and retaining business, sourcing new partnerships, and implementing marketing strategies for venue hire.
- Demonstrated success in fostering client and stakeholder relationships and increasing bookings.
- Experience in developing strategies to enhance community access to venues and collaborating with groups to address needs.
- Ability to monitor event scheduling, consult with clients on venue agreements, and ensure compliance with licensing and safety requirements.
- Strong client liaison skills, handling bookings and inquiries, coordinating with technical teams, and managing contractor inductions.
- Proficiency in budget management, financial record-keeping, invoicing, and preparing financial reports.
- Skilled in maintaining accurate booking records, handling customer inquiries, and managing booking systems.

As part of the Key Selection Criteria, you must hold and supply these licences, registrations, certificates, etc., prior to offer of employment and commencement and continue to maintain them throughout your employment in this role with Council:

- satisfactory (and ongoing) Working with Children's Check
- □ current valid (and ongoing) Victorian Driver's Licence

Position Specific Responsibilities & Skills

In this position, you are responsible for:

Operational Support	Support the Team Leader in setting and communicating performance expectations and goals for the business development team.
Business Development:	 Attract and retain business across all cultural venues and facilities to meet financial targets. Source and cultivate new partnerships and venue booking opportunities, supporting multicultural arts and community events, and seeking commercial users to maximise activities. Support the implementation of marketing strategies to promote venue hire and increase bookings. Foster relationships with clients, potential hirers, and stakeholders. Identify and pursue opportunities to grow business through new client acquisition and expansion of existing client relationships. Assist in the implementation of strategic plans to enhance venue operations and business development. Ensure alignment of venue operations with the organisation's mission and strategic objectives.
Community Engagement	 Develop and implement strategies to enhance community access to venues, ensuring diverse groups can use facilities effectively. Collaborate with community groups and stakeholders to understand and address their needs, improving access and relationships. Foster a positive community relationship by actively engaging with local groups and promoting inclusive access to venue services.

Venue Hire and Event Management:	 Oversee the administration duties to ensure the bookings of venues are processed correctly, invoices and purchases are processed in a timely manner, and customer requests and enquiries are handled promptly and efficiently. Monitor event scheduling to maximise opportunities for external hire and efficient use of spaces. Consult with clients to coordinate performance and venue hiring agreements.
	 Provide clients with up-to-date information regarding facilities, availability, costs, charges, and recoveries. Ensure all aspects of the events comply with licensing and statutory requirements, including WH&S, fire safety, liquor licensing, food licensing, and employment standards.
Client Liaison and Communication:	 Serve as a primary point of contact for clients and potential hirers for venue bookings and sales. Communicate client needs and event requirements to the necessary teams. Assist in booking and coordinating technical teams according to client needs. Coordinate the induction of contractors and hirers to ensure they are trained in all safety, manual handling, customer service, venue maintenance/equipment and relevant procedures.
Financial Management:	 Support budget management for venue operations, ensuring financial efficiency and sustainability. Maintain records of financial outcomes against budget for events and functions. Assist in financial processes, including invoicing, stock control, and purchasing. Prepare regular financial reports and assist in budget preparation and forecasting.
Team Development	 Support staff, clients / third parties in dealing with booking issues and providing guidance on problem solving, providing valuable feedback in team meetings to update staff on booking matters. Support Team Customer and Business Development in development of on-the-job training schedules and evaluation matrices for all Venue Booking Officers and conduct regular audits of team skills mix across performances and events to ensure appropriate standards are maintained. Identify appropriate training programs and courses for team members with regards to booking elements to enable enhanced performance and achievement of team and individual objectives. Assist Team Customer and Business Development in developing, reviewing and updating procedures for booking and customer engagement.
Administration and Reporting:	 Maintain accurate booking records of theatre presentations, functions, and events. Ensure high accuracy of documentation such as rosters, quotes, invoices, contracts, and run sheets. Handle customer enquiries, inspections, and complaints. Take bookings and administer requirements for correspondence, payments, bond refunds, and key issuing. Investigate and resolve client problems or complaints. Manage the booking system to ensure accurate and efficient handling of all venue bookings and related processes.

Core Organisational Capabilities

We have a Core Capability framework to help everyone succeed and develop for their current and future positions. The relevant capabilities for this position are at the back.

REACH Values

Our REACH values define who we are and how we interact with others. They define how each of us should aim to operate in the workplace regardless of the role we hold. Our REACH values are at the back.

Organisational Responsibilities

Everyone at Council has the following responsibilities and obligations:

Emergency Management	Help Council fulfil its emergency management obligations by assisting in emergency management activities as required
Occupational Health and Safety	 All employees have responsibilities to: Take reasonable care of their own health and safety. Take reasonable care that their acts do not adversely affect the health and safety of other persons or themselves. Follow policy, procedure or instructions to ensure as far as is reasonably practicable a safe workplace. Report all incidents, injuries and near misses to their supervisor immediately and adhere to Council's occupational health, safety and return to work (RTW) policies and procedures. Participate in health and safety training programs and initiatives. People managers have additional responsibilities to: Develop, implement, promote and review Council's OHS management system within their area of responsibility. Work with Health and Safety and People and Change departments to ensure accurate and timely OHS reporting, and implementation of health and safety culture, policies, procedures, and training programs. Ensure employee compliance with relevant OHS regulatory requirements through local and corporate policies and procedures in order to provide and maintain a safe work environment, including providing training and guidance on OHS responsibilities.
Child Safety	 Monitor and review workplace environment to identify, manage and respond to any health and safety hazards and risks, including psychosocial. Understand obligations and act in an appropriate manner with and around children Promote positive work practices with children Establish boundaries around acceptable and unacceptable behaviour in relation to children
Climate Change &	 Adhere to reporting obligations where there is suspected or discovered child abuse Help support Council's response to the climate emergency by helping facilitate a whole-of-organisation approach where climate change mitigation and adaptation is embedded
Sustainability Compliance	 into all Council services, assets, operational and decision-making processes. Remain mindful of the requirements of the Victorian Charter of Human Rights at all times Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information.
	 Perform other duties as directed within the limits of acquired skills, knowledge, and training. At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers, and employees. At all times, comply with Council's Code of Conduct - Staff.
Diversity, inclusion and equity	Demonstrate an understanding of and the ability to work with, diversity in the workplace, including: zero tolerance of racism and expectations that staff will act on incidents of racism supporting Aboriginal and Torres Strait Islander children to express their culture and enjoy their cultural rights.

Gender	•	Support Councils response to the prevention of violence against women and workplace
Equality		sexual harassment, including by modelling acceptable behaviour, and reporting
		improper conduct in a timely manner.

Inherent requirements of the position

These are the essential requirements of this position:

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This position requires a vision test
This position requires a hearing tes

Vision and Hearing Requirements

On a typical day, approximately this much time would be spent on the following activities:

	Task details	Frequency (% of the working day)			
Cognitive Requirements	(typical tasks)	Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Working independently – ability to utilise autonomy with respect to the processes by which tasks are completed. Little to no autonomy with respect to the work allocated to them by the supervisor				⊠	
Team based work – works in a team of people and not exposed to isolation					\boxtimes
Communicating with others – Verbally					\boxtimes
Communicating with others - Written					×
Focused Attention to task – high levels of attention required to minimise errors and ensure accuracy			⊠		
Concentrating – high levels of concentration required while completing required tasks					
Planning and sequencing tasks and activities					×
Decision making – required to exercise sound decision making while completing all aspects of the position				×	
Problem solving – requirement to develop sound solutions to novel or unusual problems arising during the course of the day				×	
Reasoning – required to exercise sound reasoning while completing all aspects of the position within defined scope				×	
Judgement – required to exercise sound judgement while completing all aspects of the position within defined scope			⊠		

	Task details	Frequency (% of the working day)			
Cognitive Requirements	(typical tasks)	Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Short and long-term memory recall – ready access to documented procedures or precedents to perform requirements of the position				⊠	
Emotional resilience – exposure to stressful or distressing situations including meeting specified deadlines and production demands, dealing with aggressive or upset customers/clients, high conflict situations, general workload demands, change beyond individual's personal control.					
Interruptions – frequency of interruptions to daily work plans and requirement to change work plans at short notice			⊠		

Physical Requirements

- ☐ This position does not require more than 10-15% manual handling/physical exertion
- A task analysis exists because this position requires more than 10-15% manual handling/physical exertion

		Fre	equency (% of the working day)		
Physical Requirements	Task detail	Rare / Never	Occasiona I 0 – 33%	Freque nt 34 – 66%	Constant >66%
Mobility/Postures					
Sitting – stay in a seated position				\boxtimes	
Standing – standing in an upright position, moving less than 3 steps					
Walking – In an upright position, moving more than 3 steps				×	
Crawling – Move on the hands & knees or by dragging the body close to the ground		×			
Non-manual handling				1	1
Crouch/squat – To lower the body by bending forward from legs and spine, buttocks on or near the heels					
Kneeling – To lower the body		\boxtimes			
Bending – To bend forward and down from the waist or the middle of the back, rounding the shoulders and back for more than 3 seconds					
Reaching – Extending arms out in any direction			×		
Twisting/trunk rotation – Rotating the body to one side or the other without moving the feet		×			
Fine manipulation/pinch grip — Fingers are on one side of the object and thumb on the other, typically without the object touching the palm			×		

		Frequency (% of the working			g day)
Physical Requirements	Task detail	Rare / Never	Occasiona I 0 - 33%	Freque nt 34 – 66%	Constant >66%
Power/open hand grip — Using the whole hand to grasp an object, typically used to handle large or wide objects where the fingers are extended		×			
Writing/typing					\boxtimes
Climb ladders		×			
Climb or descend stairs				X	
Low level work – Performing manual handling actions at or near ground level			×		
Manual Handling					
Lift/Carry/Hold – Raising or lowering an object from one level to another and holding/transporting the object using the hands, arms or on the shoulders			×		
Pushing/Pulling – Applying force to move something away or closer to one's self, including static positions			×		
Kilograms of force (kg.f) – Amount of force or effort required to perform a specific task or part of a task		×			
Weight requirements – lift, carry, pu	sh, pull or hold		I	T	I
1-5kg				X	
5.1 – 10kg			×		
10.1 – 15kg		×			
15.1 – 20kg		X			
Lift floor to hip			×		
Lift waist to shoulder				×	
Lift overhead			×		
Pushing/pulling			\boxtimes		

Accountability and Extent of Authority

- The prime responsibility is to provide direct support and assistance to more senior employees, the
 freedom to act is not limited simply by standards and procedures, and the quality of decisions and
 actions taken will often have an impact upon the performance of the employees being supported.
- The position also supervises resources, other employees or groups of employees and/or provides advice to or regulate clients and/or give support to more senior employees.
- Some resource supervision is required with the freedom to act is governed by clear objectives and/or budgets, frequent prior consultation with more senior staff and a regular reporting mechanism to ensure adherence to plans.
- In providing specialist advice to clients or to regulate clients, the freedom to act is subject to close supervision or to clear guidelines.
- The effect of decisions and actions taken on individual clients may be significant but the decisions and actions are always subject to appeal or review by more senior employees.

Judgement and Decision Making

- Objectives of the work are usually well defined
- The work may involve solving problems, using procedures and guidelines and the application of
 professional or technical knowledge, or knowledge acquired through relevant experience.

Problems are occasionally of a complex or technical nature with solutions not related to previously
encountered situations and some creativity and originality is required.

Specialist knowledge and skills

- Supervisors in this Band require an understanding of the relevant technology, procedures and processes used within their operating unit.
- Specialists and employees involved in interpreting regulations require an understanding of the underlying principles involved as distinct from the practices.
- An understanding of the role and function of the Team Leader to whom support is provided and an understanding of the long-term goals of the unit and appreciation of the goals of the organisation

Management Skills

- Require skills in managing time, setting priorities and planning and organising one's own work and in appropriate circumstances that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- Where supervision is part of the job, the position requires an understanding of and ability to implement personnel practices including those related to equal employment opportunity, occupational health and safety and employees training and development.

Interpersonal Skills

- Require the ability to gain co-operation and assistance from clients, members of the public and other
 employees in the administration of well-defined activities and in the supervision of other employees
 where appropriate.
- Expected to write reports in their field of expertise and/or to prepare external correspondence.

Qualifications and Experience

- Knowledge and experience of relevant licensing and safety requirements.
- Skills might be acquired through completion of a degree or diploma course with little or no relevant
 work experience, or through lesser formal qualifications with relevant work skills, or through relevant
 experience and work skills commensurate with the requirements of the work in this Band.

Verification & Approvals

I certify that the content of this Position Description accurately reflects the overall role and accountabilities of the position:

	Name	Signature	Date
Occupant			

Appendix

Core Capability Framework – People Leader



Relationship Management

Develops and maintains strong and enduring relationships with colleagues and/or external stakeholders which are built on mutual respect and commitment. Ensures that all people are treated with dignity and respect regardless of gender, ethnicity, religion or sexual orientation.

- Ensures a wide range of views and opinions are encouraged and valued
- Builds strong and trusting relationships with team members and across the directorate
- Seeks to achieve outcomes that are beneficial to all stakeholders
- Demonstrates high levels of integrity and teamwork in all relationships

Planning & Organising

Thinks from a wholistic perspective and sees the patterns in the complex relationships that exist between the different parts of the organisation. Uses these insights to ensure that the organisation's human, physical and financial resources are effectively used in the achievement of the organisation's, team's or the role's agreed priorities.

- Ensures that team members are able to see the connections between the work of the team and the broader organisational context
- Actively engages team members in the development of realistic plans to deliver work unit priorities
- · Allocates work unit resources to achieve desired results
- Takes corrective action as required when concerns have been identified

People Development

Demonstrates a deep commitment to ongoing learning and development as fundamental to the organisation's sustained success and to the realisation of the potential of its people.

- Encourages people to undertake ongoing professional and personal development
- <u>Uses reflection as a key tool for ongoing development and organisational</u> improvement
- <u>Uses transformational leadership practices to engage and grow the capabilities of team members</u>
- Regularly gives and receives constructive feedback
- Communicates with staff in a positive and proactive manner

Future focused organisation

Is keenly aware of the social, political, economic and technological trends that impact the global and local environments and ensures these are factored into the work of individuals, teams or the organisation to deliver on the needs and expectations of the Council and the community it serves

- Monitors the broader environment to understand the impact of emerging trends on the work of the team
- <u>Identifies changes to systems and processes that will lead to the effective implementation of organisational change initiatives</u>
- Encourages others to recognise and value the inevitability of change in organisations
- Assists the team to adapt to a constantly changing environment by communicating change information honestly, empathetically and in a timely manner

Outcome orientation

Demonstrates a strong commitment to a high-performance culture by constantly striving for high quality customer service outcomes and accepting responsibility for outcomes within their control

- Creates opportunities for people to come together to creatively address issues facing the team and the clients they serve
- Sets short-term goals with the team for the team to achieve agreed objectives
- Tracks progress against job expectations and makes adjustments as required
- Sets challenging goals that will deliver superior results

Service focus

Ensures there is a focus on delivering work priorities to agreed quality and timeliness standards

- Demonstrates commitment to quality client/customer service
- Maintains regular customer communication to ensure mutual expectations are clear

• Responds appropriately to client/customer requests and/or complaints

Self-management

Demonstrates self-awareness through understanding own responses to a range of • Accepts personal responsibility for outcomes within her/his control situations as well as understanding the impact their behaviour has on others

- Demonstrates the ability to regulate and adapt behaviour according to the circumstances and the audience
- Seeks out feedback with the purpose of reflecting on work performance with a view to self-improvement
- Models Greater Dandenong's ethical and organisational standards
- Acts decisively during times of ambiguity and pressure

Safety, health and wellbeing

Ensures that the safety, health and wellbeing of employees, contractors, service users and councillors is at the heart of the organisation's culture and the way work is organised and services delivered

- Aligns team/unit work plans with Council's vision and objectives for employee safety, health and wellbeing
- Allocates adequate resources to achieve safety, health and wellbeing initiatives and objectives
- Monitors departmental performance indicators for the continuous improvement of safety, health and wellbeing practices and culture

Council's REACH Values

Respectful

We respect and care about our community, each other and ourselves.

We act with integrity at all times and in all matters. We take time to listen to and seek to understand the other point of view.

We strive to understand and respect the diversity of our community and our workplace.

We understand our role in the community and respect the responsibility that comes with

Creative

We care about getting the best outcomes.

We constantly ask: What's the future and what's possible?

We have the courage to try new ideas.

We strive for excellence in everything we do.

Engaged

We listen to our community and respond.

We work together with our community and each other, to achieve the best outcome.

We have the confidence to challenge the status quo, to reach for better outcomes.

We are action-oriented in identifying and responding to new challenges.

Accountable

Save Date: 17-Jan-25

We are proud of our city, our community and our achievements.

We spend our time and effort on solutions rather than looking for someone to blame.

We take responsibility for our actions.

Honest

We tell the truth, even when we know people may not want to hear it.

We form our opinions and give advice from sound, evidence based research.

We act with humility and apply the highest standards of ethical behaviour to everything we do.

