

POSITION TITLE:Venue Sales Coordinator

Hours:30 hours per week (hours and days negotiable)

ORGANIZATIONAL RELATIONSHIPS

*REPORTS TO:* Operations Manager

*INTERNAL LIAISONS:* Gasworks Arts Park staff

*EXTERNAL LIAISONS:* artists, arts workers, performing arts producers, agents, community groups, arts industry organizations, venue hirers, dance schools, schools, and the public.

## POSITION OBJECTIVE

* + To develop and maintain strong relationships with key stakeholders, with the aim to maximize both indoor and outdoor venue bookings.
* To be a vital core member of staff, maintaining a broad knowledge of administrative procedures and contribute toward the development and implementation of new procedures.
* To oversee all matters relating to the iVvy booking software system at Gasworks Arts Park. This includes calendar management, operation, and reporting, as required.

## ACCOUNTABILITY AND EXTENT OF RESPONSIBILITY, JUDGMENT AND DECISION MAKING

* To continually improve all iVvy systems and documentation related to venue hirers.
* Responsible for ensuring the effective administration of the iVvy booking software.
* To seek promotional opportunities for Gasworks’ venues and actively seek new hirers.
* To make decisions regarding hirers questions.
* To direct questions from hirers to, or to seek guidance from relevant departments and managers where appropriate.
* To liaise with other Gasworks Arts Park staff to ensure hirer requests and special requirements are communicated in a timely fashion. E.g., technical requirements are passed on to the Technical Manager. Front of House requirements, such as specific catering or bar tab requests to the Customer Service Manager.
* To organize and run all production meetings with external hirers and Gasworks staff.
* Undertake duties other as directed.

## KEY RESPONSIBILITY AND DUTIES

### Venue Booking

1. Venue Booking and Calendar Management, to avoid double bookings while maximizing venue occupancy.
2. Attract new shows – maintaining consistently high-quality shows in line with Gasworks business priorities, maximizing number of bookings, income, and theatre attendance.
3. Venue Tours – Co-ordinate site tours for Gasworks Arts Park for potential venue hirers.
4. Confirm and effectively communicate all show booking details to relevant Gasworks staff and third parties within a suitable time frame.
5. Complete Venue Hire Info Checklist before production meetings to ensure reliable communications.
6. Proactively seek new theatre occupancy for increasing show volume with the aim of achieving a capacity of 90% including all show requirements e.g., rehearsals, bump ins, bump outs etc.
7. Co-ordinate & Communicate– Covid Safe plans, risks assessments, ensure cert. of Currency.
8. Work under the direction of the Finance Manager to provide projected hirer income for bi-annual budget preparation.
9. Provide the Finance Manager all reconciliations of hirers accounts.
10. Update the Gasworks monthly KPI tracker for all hirer bookings.
11. Ensure internal communications are timely and collaborative.

### iVvy Co-Ordinator

1. Act as the Gasworks key contact with the iVvy software company.
2. iVvy – preparing quotes, bookings, contracts, invoice requisitions, production agendas and ticketing forms.
3. Ensure all iVvy details are complete and to required standard, by the required time.
4. Enter all relevant dates into iVvy e.g., school holidays, festivals, public holidays etc.
5. Develop iVvy protocols for all staff using iVvy, provide staff training for this.
6. iVvy reporting as requested.

### Park Event Productions

With the guidance and approval of the Director / CEO:

1. Produce all outdoor performing arts events.
2. Conduct artists call outs for approved projects.
3. Convene and participate in the selection panel for upcoming productions.
4. Propose new outdoor performing Arts events to the Director / CEO.

### Festivals Venue Co-ordination

1. Prepare the festival discount package for the Finance Manager.
2. Construct Artist application forms.
3. Convene and participate in selection panels.
4. Engage Artists through standard contracting and client coordination procedures.
5. Book Venues.

### Sales and Marketing

1. Liaise with the Marketing and Development Manager to develop and implement special venue hire offers, industry tours, website updates or other promotions to increase awareness of Gasworks venues.
2. Develop quarterly EDM newsletter to client and events partners to showcase Gasworks as a premium indoor and outdoor venue for hire.
3. To develop sales growth strategies with the Marketing Manager and CEO to realize maximum booking potential.
4. Further develop Gasworks Arts Park digital service offerings – To work with external and/or internal providers to embed digital services into the Gasworks offering. E.g., recordings, live streaming etc.

### General Duties

1. To attend approximately one show per month, as negotiated with the Operations Manager.
2. Working collaboratively with the team to ensure all tasks are completed in order of priority and within the allotted time frame.
3. Assisting in the evaluation, development and implementation of Gasworks offerings as directed by the Operations Manager and/or CEO.
4. Demonstrated application of OH&S policies and procedures, to contribute towards a safe and healthy work environment for all.
5. Performing all duties consistent with the Vision, Mission, Strategic Plan and Policies of Gasworks Arts Park and external statutory requirements.
6. Delivering regular and one-off reporting as required.
7. Attending all training and professional development activities as required.

## DESIRED SKILLS AND KNOWLEDGE:

* + Time management skills to achieve multiple deadlines.
  + Good understanding of Gasworks Arts Park activities and history.
  + Demonstrated ability to communicate with a wide range of people.
  + Good understanding of iVvy (or similar software), the venue booking software.
  + A high level of computer literacy including MS Excel, and a willingness to learn new software and computer skills.
  + High attention to detail.

## INTERPERSONAL SKILLS:

* Ability to work effectively both under supervision and autonomously.
* Well-developed written and oral communications skills.
* Accurate and efficient approach to work and excellent attention to detail.
* Time management skills.
* The ability to administer, collate and file documentation relating to the operations of Gasworks Arts Park venues.
* A proactive and positive attitude to all tasks.
* To always act as a positive ambassador for Gasworks Arts Park.

## QUALIFICATIONS AND EXPERIENCE:

* Demonstrated experience in office administration.
* Tertiary qualification is desirable, but not essential.

## KEY SELECTION CRITERIA:

* Proven ability to proactively organize and manage day to day administrative functions.
* Ability to work in an organized and efficient manner, with excellent attention to detail.
* Demonstrated proficiency in MS Office, and a high level of computer skills.
* Confident and friendly approach to a busy working environment.
* Demonstrated customer service skills.
* Demonstrated ability to liaise with internal and external customers and colleagues.

## SPECIFIC SOFTWARE SKILLS

Below is a list of software currently used at Gasworks Arts Park. A working knowledge of all these software packages is not a criteria as full training will be provided, however this list will give an indication of the kinds of software that will be used by the successful applicant.

* MS Office (good knowledge required) including Excel, Word, Access, Outlook
* EventFinda (Ticketing and Database management)
* iVvy
* Adobe Creative Cloud Suite