

ROLE DETAILS	
<b>TITLE</b>	Account Executive - Premium Experiences
<b>DEPARTMENT</b>	Commercial
<b>LOCATION</b>	Moore Park
<b>REPORTS TO</b>	Account Manager - Premium Experiences
<b>TYPE</b>	Employee
<b>CLASSIFICATION</b>	Full Time

### 1. VENUES NSW PURPOSE

Venues NSW was formed in December 2020 and is a commercially focused agency of the NSW Government. We have the responsibility and privilege of hosting the biggest and best sporting and live entertainment events for the people of NSW, hosting 5 million people at 500 events across our five distinct precincts, six stadiums and two entertainment centres.

### 2. ROLE PURPOSE

This role will build deep relationships with long term hospitality customers, sports partners and Venues NSW's appointed sales agencies. This role will drive, monitor and assess event day inventory lists, key deliverables and key performance indicators as outlined in the relevant contracts to maximise customer experience and drive growth.

This role will provide administrative and operational execution support to the Commercial Teams Premium Experience strategy, including the execution of the Lifestyle Terrace strategy - working collaboratively with our commercial partners, sales agencies, food & beverage providers and various sports partners. This role will operate across the Allianz Stadium and Sydney Cricket Ground.

### 3. KEY RESPONSIBILITIES

This will be an all-encompassing role driving value from relationships and a level of detail that will ensure the highest quality delivery of Premium Experiences.

The role will require strong relationship and account management skills in a modern Premium Experience, functions, and events program environment.

The key accountabilities of this role include:

- **Assist with the operational deliver of Premium Experience for the appointed sales agency, sales team & sporting/event partners** including contract management, driving sales and facility utilisation, inventory management, ticketing, event day delivery, invoicing, and reporting. This role will primarily focus on the VNSW venues at Homebush and Parramatta and provide support across the entire network as required.

- **Ensure the quality of the customer experience in partnership** with the broader events and catering teams as well as appointed sales agents to deliver excellent, measurable customer service.
- **Increase revenue potential of Venues NSW Premium Experience products** and work within a team to identify opportunities to increase utilisation of facilities.
- **Developing and maintaining well-structured and robust processes and systems** to facilitate the efficient operation of the Premium Experience program including inventory allocations, client communication plans, ticketing maintenance programs for facilities as well as event day delivery including IPTV door & directional signage.
- **Plan and execute** the delivery of an excellent Premium Experience program across sports partners, promoters for concerts and others to achieve their goals.
- **Managing ticketing, catering and client information to deliver seamless customer service** working closely with the ticketing team.
- **Building strong relationships with the hospitality and events teams at our sports partners**
- **Participate in the day-to-day workings of the Commercial team** including the preparation of commercial proposals for presentation to prospective clients (focused on Premium Experience)

*\* This is a non-exhaustive list and may vary as business needs change.*

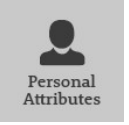
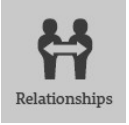



#### 4. KEY CHALLENGES

- Being able to manage the exceptions and requirements of external clients whilst maintaining a high level of service provisions to all event stakeholders
- Balance a high work volume of events by prioritising a variety of work interests and deadlines across a range of stakeholders both internally and externally
- Continuing to drive additional revenue through existing clients
- Support the acquisition of new clients

#### 5. KEY RELATIONSHIPS

##### WHO

- VNSW Staff & Management
- VNSW Clients, Sporting Partners and Commercial partners (hospitality focus)
- External Contractors & Agencies
- Event day guests

6. CAPABILITIES OF THE ROLE		
CAPABILITY GROUP	CAPABILITY NAME	LEVEL
 Personal Attributes	Display Resilience and Courage Act with Integrity Manage Self Value Diversity and Inclusion	Intermediate Intermediate Intermediate Intermediate
 Relationships	Communicate Effectively Commit to Customer Service Work Collaboratively Influence and Negotiate	Intermediate Intermediate Intermediate Intermediate
 Results	Deliver Results Plan and Prioritise Think and Solve Problems Demonstrate Accountability	Intermediate Intermediate Intermediate Intermediate
 Business Enablers	Finance Technology Procurement and Contract Management Project Management	Intermediate Intermediate Intermediate Intermediate
 People Management	Manage and Develop People Inspire Direction and Purpose Optimise Business Outcomes Manage Reform and Change	N/A N/A N/A N/A

7. FOCUS CAPABILITIES OF THE ROLE	
CAPABILITY GROUP AND NAME	BEHAVIOURAL INDICATORS
<b>Personal Attributes</b> <i>Act with Integrity</i>	<ul style="list-style-type: none"> <li>Be flexible and adaptable and respond quickly when situations change</li> <li>Offer own opinion and raise challenging issues</li> <li>Listen when ideas are challenged and respond in a reasonable way</li> <li>Work through challenges</li> <li>Stay calm and focused in the face of challenging situations</li> </ul>
<b>Relationships</b> <i>Communicate Effectively</i>	<ul style="list-style-type: none"> <li>Focus on key points and speak in 'Plain English'.</li> <li>Clearly explain and present ideas and arguments.</li> <li>Listen to others when they are speaking and ask appropriate, respectful questions.</li> <li>Monitor own and others' non-verbal cues and adapt where necessary.</li> <li>Prepare written material that is well structured and easy to follow by the intended audience.</li> <li>Communicate routine technical information clearly.</li> </ul>

<p><b>Relationships</b> <i>Commit to Customer Service</i></p>	<ul style="list-style-type: none"> <li>• Support a culture of quality customer service in the organisation.</li> <li>• Demonstrate a thorough knowledge of the services provided and relay to customers.</li> <li>• Identify and respond quickly to customer needs.</li> <li>• Consider customer service requirements and develop solutions to meet needs.</li> <li>• Resolve complex customer issues and needs.</li> <li>• Co-operate across work areas to improve outcomes for customers.</li> </ul>
<p><b>Relationships</b> <i>Works Collaboratively</i></p>	<ul style="list-style-type: none"> <li>• Build a supportive and co-operative team environment</li> <li>• Share information and learning across teams</li> <li>• Acknowledge outcomes which were achieved by effective collaboration</li> <li>• Engage other teams/units to share information and solve issues and problems jointly</li> <li>• Support others in challenging situations</li> </ul>
<p><b>Results</b> <i>Deliver Results</i></p>	<ul style="list-style-type: none"> <li>• Complete work tasks to agreed budgets, timeframes and standards.</li> <li>• Take the initiative to progress and deliver own and team/unit work.</li> <li>• Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals.</li> <li>• Seek and apply specialist advice when required.</li> </ul>
<p><b>Results</b> <i>Plan and Prioritise</i></p>	<ul style="list-style-type: none"> <li>• Understand the team/unit objectives and align operational activities accordingly</li> <li>• Initiate, and develop team goals and plans and use feedback to inform future planning</li> <li>• Respond proactively to changing circumstances and adjust plans and schedules when necessary</li> <li>• Consider the implications of immediate and long-term organisational issues and how these might impact on the achievement of team/unit goals</li> <li>• Accommodate and respond with initiative to changing priorities and operating environments</li> </ul>
<p><b>Results</b> <i>Think and Solve Problems</i></p>	<ul style="list-style-type: none"> <li>• Research and analyse information and make recommendations based on relevant evidence</li> <li>• Identify issues that may hinder completion of tasks and find appropriate solutions</li> <li>• Be willing to seek out input from others and share own ideas to achieve best outcomes</li> <li>• Identify ways to improve systems or processes which are used by the team/unit</li> </ul>

8. ROLE DIMENSIONS	
<p><b>Decision Making</b></p>	<ul style="list-style-type: none"> <li>• Ability to confirm attendance, sales and execution of hospitality ticketing</li> </ul>
<p><b>Dimensions</b></p>	<ul style="list-style-type: none"> <li>• Delivery of event planning documentation</li> <li>• Adherence to venue presentation schedules and requirements</li> <li>• Assist with event budgets</li> </ul>

	<ul style="list-style-type: none"> <li>• Assist with successful event management</li> <li>• Collating information for post event reporting</li> </ul>
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## 9. QUALIFICATIONS/EXPERIENCE

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Stro Relevant tertiary qualifications in Sports Management and/ or Administration, Commercial or Financial</li> <li>• Proficient IT literacy - Microsoft programs</li> <li>• Previous exposure to ticketing systems desirable, otherwise proficiency in software systems</li> </ul>
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## 10. POLICIES

In accordance with the Code of Ethics and Conduct for NSW Government sector employees Venues NSW has formalised a suitable code of conduct for its employees and contracted activities. It is the responsibility of staff to know, understand and comply with all ethical and legal obligations that apply to them.

## 11. OTHER REQUIREMENTS

<ul style="list-style-type: none"> <li>• Flexibility in work hours including weekends, public holidays and out of hours work</li> <li>• Must attend staff training, workshops and meetings as and when required</li> </ul>
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Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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<b>ROLE TYPE</b>	Employee
<b>DIVISION</b>	Commercial
<b>ANZSCO CODE</b>	149311
<b>PCAT CODE</b>	1219192
<b>DATE</b>	October 2023