

## POSITION DESCRIPTION

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| <b>Position:</b>               | Manager Commercial and Hospitality  |
| <b>Work location(s):</b>       | Geelong Arts Centre, 81 Ryrie Street, Geelong<br>Administration Office, 22 Malop Street, Geelong<br>Costa Hall, Deakin University, Waterfront Campus, Geelong |
| <b>Terms of engagement:</b>    | 2 years Fixed Term / Full Time  |
| <b>Hours of work:</b>          | 76 hours per fortnight  |
| <b>Classification:</b>         | GPAC Enterprise Agreement – Administration Grade 5.2 (\$89,110 – 94,821)  |
| <b>Terms &amp; conditions:</b> | GPAC Enterprise Agreement 2020 and its successors   |
| <b>Approved by:</b>            | Chief Executive Officer (CEO)   |
| <b>Date:</b>                   | 21 April 2022   |
| <b>Occupant:</b>               | Vacant  |

## POSITION OBJECTIVES

The Manager Commercial and Hospitality leads the Centre's customer facing hospitality and events teams, responsible for delivering an exceptional experience for all patrons, audiences and visitors through superior food, beverage and hospitality services, event management, commercial revenue generation and front of house experience. In addition to leading the team, this role is responsible for the financial and physical resources of the department, ensuring smooth delivery and excellence in customer service for every event and patron.

Reporting to the Director Operations and Experience, the Manager Commercial and Hospitality is responsible for building a culture and service ethic across the teams which promotes the Centre's brand and delivers outstanding events and experiences. The incumbent develops and implements systems and processes to ensure the capability, availability and safety of event delivery teams across the Centre's operations. Through structured commercial, planning, financial analysis and contract management, this position contributes to corporate planning and business development strategies to maximise growth and revenue.

## ORGANISATIONAL CONTEXT

Geelong Arts Centre is one of eleven Victorian State Government owned creative organisations under the umbrella of Creative Victoria. Since opening in 1981, Geelong Arts Centre has made significant artistic and cultural contributions to Geelong and the surrounding regions. Geelong Arts Centre is currently undergoing a period of exciting and dynamic change, in order to meet the cultural needs of a growing population and help secure Geelong's position as a global city. The Victorian State Government, through Creative Victoria, has committed funding for three stages of capital development. Stage One – the refurbishment of The Playhouse Theatre was completed in 2010, Stage Two - the Ryrie Street Redevelopment (\$38.5m) was completed and opened to the public in November 2019. The Geelong Arts Centre's Little Malop Street Redevelopment (\$140m) commenced in 2019 and is planned for completion in 2023. This investment will result in a world-class arts facility becoming the cultural heart of Geelong and the G21 region.

## ORGANISATIONAL RESPONSIBILITIES

Contribute to the delivery of the Geelong Arts Centre's Strategic Plan (2021-2022), through aligning work force planning to strategic priorities and contributing to the development of our future strategic plans while exemplifying the organisation's values.

Geelong Arts Centre has a focus on art and community. We are driven by inspiring growth in activity, innovation, outstanding spaces, and creatives.

### VISION

The creative heart of Geelong: an artery between creative industries and community to global thinking and extraordinary experiences

### PURPOSE

Geelong Arts Centre is focussed on creativity and community. We are driven by inspiring growth in activity, innovation, outstanding spaces, and creatives. We aim to foster creative growth in a region renowned for its artistic energy and engagement.

### VALUES

We are committed to:

- Integrity – building local relevance and trust with stakeholders
- Inclusion – multiple audiences, being a welcoming place to gather, championing diversity
- Ambition – understanding our place in the ecology and grasping opportunities
- Transparency – open, accountable, and committed to receiving feedback
- Respect – a diversity of ideas, contemporary thought, and world views.

The Geelong Arts Centre is committed to:

- The Victorian Government child safe standards and requires all staff to comply with its Child Safe Code of Conduct.
- Occupational health and safety (OH) in the workplace and require you to take reasonable care of your health and safety and the health and safety of anyone else who may be affected by your acts or omissions in the workplace. You are expected to work within Occupational Health and Safety Act, regulations and codes of practice and the Centre's OHS policies and procedures at all times

## ORGANISATIONAL RELATIONSHIPS

|                             |   |
|-----------------------------|---|
| <b>Reports to:</b>          | Director Operations and Experience  |
| <b>Directly supervises:</b> | Commercial and Hospitality team, including team Co-ordinators and Events staff  |
| <b>Internal liaisons:</b>   | Marketing team, Programming team, Presenter Services team, People and Culture team and all other Centre staff           |
| <b>External liaisons:</b>   | External contractors and suppliers, regulatory authorities (eg. Food safety and handling, Liquor licencing authorities) |

## Key Responsibilities

### 1 People and teams

- Overall accountability to lead by example, motivate and manage the Commercial and Hospitality team (including all Events staff), through providing operational direction, as well as day to day guidance, support and assistance
- Proactively build a culture and service ethic across the team which promotes the Centre's brand and ensures safe and sustainable operations with exceptional customer service
- Develop and implement systems and processes to ensure the capability and availability of Events delivery teams to provide exceptional service through:
  - Ensuring timely and effective recruitment, induction, learning and development, rostering, health and wellbeing programs and performance management functions are undertaken to a high level, with support from People and Culture and in accordance with policy
  - Making recommendations to the Director regarding resource levels for staff optimisation in areas of responsibility
  - Coaching and developing team leaders, supervisors and co-ordinators to support and manage staff
- Promote and encourage a team culture within the Events team that values diversity and builds the Centre's reputation as a preferred employer in the region
- Maintain cooperative working relationships across all staff and play an active part in the Operations and Experience leadership team

### 2 Hospitality, Events and Visitor Experience

- Lead and promote the Centre's policy of excellence in customer service across all hospitality and events experiences including front of house services, food and beverage offerings, corporate events and seamless co-ordination of teams whilst in Event mode
- With support from the Marketing and Insights team, closely monitor, manage and respond to visitor/customer feedback and insights (eg. survey and related data), including managing and resolving complaints and incidents
- Develop and implement strategies to curate a world-class, unique and inclusive visitor experience
- Ensure that all front of house/public spaces are inviting, welcoming and presented in line with brand expectations
- Manage purchasing processes, stock and inventory controls in accordance with Centre Procurement policies and financial management systems
- Set, monitor and achieve performance metrics in relation to brand and presentation standards, visitor experience, operational performance and quality standards

### 3 Commercial, planning and contract management

- Work closely with other Centre teams, including Marketing, Programming and Presenter Services, to understand customer requirements, develop commercial and events packages, pricing and collateral, provide estimates, plan and deliver exceptional events and experiences, including for all GAC programming, corporate functions and conferences, Green Room events, sponsor and donor events
- Contribute to corporate strategic planning, including providing input and analysis in relation to preferred business models, commercial arrangements with significant third-party contractors and related matters

- Perform financial and administration functions for Commercial and Hospitality including detailed budget management, forecasts, and regular reporting with a focus on evaluation and continuous improvement
- Manage the engagement and performance of contracted commercial services and suppliers in line with contract service specifications and quality standards
- Contribute to business development strategies and plans to maximise growth and revenue

#### 4 Compliance, risk management, operational readiness

- Develop, implement, and maintain best practice policies and procedures with respect to Commercial and Hospitality team operations eg. Standard Operating Procedures regarding Food Handling/Safety, responsible service of alcohol and liquor licencing requirements
- Ensure compliance with liquor licensing and food safety legislation including relevant training and certification for Commercial and Hospitality staff
- Provide input to the development and implementation of the Centre's Health, Safety and Environment policies and procedures, including scheduling and refreshing of OHS training for Events staff, involvement in staff consultative meetings and related issues
- Implement systems to ensure all relevant staff have undertaken appropriate training in emergency procedures, fire safety and OHS risk management in accordance with the Centre's Safety Plan and ensure the allocation of onsite safety wardens with appropriate training
- In collaboration with the People and Culture team, lead and support the Commercial and Hospitality team to successfully transition to operating new spaces, ensuring effective change management processes and operational readiness

### ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Ensure the Centre's compliance with Liquor Licencing and Food Safety regulations
- Seek quotations in accordance with Procurement policies and procedures and Victorian Government Purchasing Board (VGPB) directions and guidelines
- The financial delegation for this role is in accordance with the Trust approved delegations in force at any given time

### QUALIFICATIONS AND EXPERIENCE

#### Essential

- Significant experience successfully leading a team to exceed customer expectations in a hospitality, event delivery, or visitor experience related role
- Proven track record of developing and successfully implementing customer focussed, safe and financially sustainable systems, plans, policies, schedules and budgets
- Strong people leadership skills, demonstrated through building high performing teams and positive culture
- Demonstrated commercial acumen and experience in managing supplier relationships, costs, resource management and budgets
- Proven ability to work conceptually and be 'hands on' when required, in a high-volume environment with competing demands and deadlines
- Experience within the liquor licencing industry

### Desirable

- Tertiary qualification in business management, event management, hospitality, marketing, or related disciplines
- Experience in performing arts or public sector context
- Knowledge and experience working with contracts of significant value and third-party providers/contractors, including knowledge of alternative operating models
- Experience preparing marketing packages and materials for hospitality/arts events and experiences
- Knowledge of food and beverage providers and suppliers in the Geelong region and Victoria more broadly
- Qualifications/certification in food handling and hygiene

### Personal attributes

- An inspiring, adaptable and energetic hospitality/events professional who will lead from the front and is passionate about creating exceptional events and experiences for clients and customers
- Ability to authentically engage with staff and build a strong culture of service delivery, continuous improvement, commerciality and high morale
- Strong project management, planning, problem solving and administrative skills (including financial and reporting skills)
- Highly developed interpersonal and communication skills
- A team player who engages collaboratively with team members, leaders, external stakeholders and peers to meet objectives

### Special characteristics

- A component of evening and weekend work will be required as part of the normal hours of duty for this position.
- This role is based predominantly onsite in Geelong. Flexible working hours and an element of working from home will be considered as part of our Flexible Working Policy
- Geelong Arts Centre requires that the incumbent for the position of all roles must undergo pre-employment identity checks and both National and International Police Checks (if spent more than 2 years overseas). Any unspent convictions must be disclosed prior to appointment, or the offer of employment may be revoked. Ongoing currency relating to police checks must be maintained for the duration of employment.
- Current Victorian Driver's Licence.
- Working with Children Check