POSITION DESCRIPTION

Position:	Manager Commercial and Hospitality
Work location(s):	Geelong Arts Centre, 81 Ryrie Street, Geelong Administration Office, 22 Malop Street, Geelong Costa Hall, Deakin University, Waterfront Campus, Geelong
Terms of engagement:	Permanent, Full Time
Hours of work:	76 hours per fortnight
Classification:	Geelong Arts Centre Enterprise Agreement 2021 – Administration Grade 5.1
Terms & conditions:	Geelong Arts Centre Enterprise Agreement 2021-2024 and its successors
Approved by:	Chief Executive Officer (CEO)
Date:	3 November 2022
Occupant:	Vacant

POSITION OBJECTIVES

The Manager Commercial and Hospitality is responsible for ensuring that the venue delivers outstanding service and is able to build strong relationships with the venue's users and partners. The primary role of the Manager Commercial and Hospitality is to lead the experience team in an efficient and effective delivery of exceptional and creative event services. This includes creative presentation and event services for corporate events, conferences, exhibitions, incentives, gala dinners/lunches, theatre performances, private functions, and food and beverage events.
This role will also be responsible for working with the leadership team in maximising commercial revenue and opportunities.

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 Auditorium was completed in 2010, Stage Two - the Ryrie Street Redevelopment ($38.5m) was completed and opened to the public in November 2019. Stage Three - 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 (2022-2025), 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 focused 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

Bold	We embrace the freedom to challenge the boundaries of our work
Welcoming	Our smile celebrates inclusiveness and a shared passion for creativity
Connected	We are proactive in connecting to and engaging with the arts and wider communities, reaching out and facilitating exchange of ideas
Ensemble	Our team seeks to work 'as one', respecting and valuing the role and contribution of all

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

Reports to:	Director Experience and Operations
Directly supervises:	Experience and Events Coordinator
Internal liaisons:	Presenter Services Team, Box Office, Technical Operations, Finance, Health Safety and Environment Co-ordinator and all staff
External liaisons:	External contractors, suppliers and associated third parties, Deakin University staff, emergency services, Work safe, City of Greater Geelong, tenants, hirers, public

KEY RESPONSIBILITIES

Hospitality, Experience and Events

- Provide outstanding events leadership and supervision services whilst providing, coordination and advice in a professional and timely manner.
- Establish and deliver a creative and innovative hospitality experience inclusive of high-end catering, event layout, venue set up and pack down, and other event delivery services required from planning to implementing.
- Work closely with direct reports including the Contract Catering Supervisor, the Experience Team Leader and the Presenter Services team to cost and plan innovative menus, presentation, table service and bar functions that deliver high-quality catered experiences.
- Responsible for visitor experience standards including all Front of House/ Visitor Experience teams, training and development of 'front-facing'
- Oversight and monitoring of the KPI's within the lease and catering management agreement, where applicable.
- Annually review all fees and charges including beverage, catering, and conference pricing to maximise revenues.
- Continual improvements to effectively enhance the culinary experience, and event planning to achieve profitability and repeat business for all involved parties.
- Ensure operations are carried out in compliance with all liquor licensing, food safety systems, and workplace health and safety requirements.

People and Culture

- Lead, support, and develop a productive team of permanent, casual, and agency staff, including performance management and development.
- Implement efficient and effective staff rosters and manage timesheets for the purposes of task allocation, payroll, client billing and fatigue management in accordance with the venue hire agreements and employment conditions.
- Communicate effectively with the Management Team, staff, clients, and stakeholders, to achieve quality and effective administration, customer loyalty and positive event outcomes.
- Be available to work after hours on weekends and evenings as reasonably required.
- Perform other duties from time to time that are reasonably within the competency, skills and training of the incumbent.
- Be an active part of the experience team including attending relevant training and meetings
- Establish and maintain effective working relationships within Geelong Arts Centre
- Work in collaboration with supervisors and other department supervisors in the operations and delivery of the venue.
- Assist in emergency management procedures

Customer/Business Development

- Maintain overall responsibility for the business development and attraction of new events and commercial revenue opportunities including supporting the promotional activity related to the venue's capabilities, standards, and brand.
- Consistently generate new business through professional networking, industry relations and trade exhibitions.
- Liaise with external partners including Visit Victoria, Business Victoria, Tourism Greater Geelong (business events unit) and local businesses, including accommodation and transport, to collaborate, attract and secure high value business events for the region.
- Ensure clients receive a superior level of hospitality and event planning requirements with timely delivery of responses, cost estimates and event outcomes.
- Ensure that all event requirements are communicated and recognised to achieve high levels of client and customer satisfaction

Finance/Administration

- Manage, monitor, and continuously improve on budgets, forecasting, ordering, stocktakes, and financial control practices.
- Ensure all sales outlets, stock, point of sale, and cash handling activities are operational and have a high level of security by ensuring all related policies and procedures are followed.
- Manage and report on all financial aspects of the Event Services Department including budget development, fees, and charges, purchasing requirements, client accounts, event financial records, cash handling, and monthly financial reporting on outcomes and to improve profitability and income streams.
- Develop, manage, and monitor compliance with systems, policies, and procedures, with a continuous improvement program to ensure high quality events, efficient staff, and sustainable business development.
- Utilise the Venue's technology and information systems to ensure event planning and delivery is documented with cost estimates for catering, production, staffing, ancillary equipment and consumables for client quotations and account reconciliation.
- Oversee risk and compliance requirements to ensure the Experience Department operates in accordance with relevant legislation, regulations, policies, and procedures, including representation and participation on the Centre's emergency management planning committee

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- All work is undertaken within agreed Geelong Arts Centre work checklists, guidelines, policies and procedures.

QUALIFICATIONS AND EXPERIENCE

Essential

- Suitable relevant experience in hospitality, events and/or conferences including substantial experience in a lead role encompassing staff supervision, coaching, and rostering for customer focussed teams
- A deep and thorough understanding of catering, food and beverage, and culinary operations for major events, including cost of labour, cost of goods, service ratios, and profit margins.
- Demonstrated experience in the planning and delivery of high-profile business events and/or conferences to an exceptional standard, with immaculate attention to detail to achieve event delivery outcomes.
- Highly developed events and conference planning experience with the demonstrated ability to manage all details of a range of events, to a consistently high standard including budget development, resourcing, staffing and client liaison.
- High level written and oral communication skills including the ability to liaise, negotiate and consult with a broad range of stakeholders and clients
- Demonstrated skills relating to budgeting, food and beverage operations, conferences, business development, as well as literacy in relevant software (e.g. Microsoft Office and Event Management Software).
- Responsible Service of Alcohol certification
- First Aid Certificate

Desirable

- Experience in managing and delivering unique high-end business events
- Operational experience with a high attention to detail and forward planning
- The ability to lead by example and to set the scene for high performance
- A sound knowledge of Microsoft Word, Excel, and Event Management Software
- A passion for everything food and beverage
- Current Drivers licence
- A love of arts and culture

Personal attributes

- Ability to provide a cheerful and personalised service to customers
- Commitment to safe working practices
- Demonstrated adaptability and attention to detail
- Demonstrated pride in personal presentation

Special characteristics

- 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