

<b>Position:</b>	Sales Operations Coordinator
<b>Division:</b>	Sales and Commercial
<b>Department:</b>	Sales, Commercial & Marketing
<b>Reporting to</b>	Sales Operations Executive
<b>Employment Type</b>	Permanent

<b>Key Relationships</b>	<p><b>Internal</b>            General Manager - Sales, Commercial and Marketing            Division Manager - Sales and Commercial            Manager/s - Business Development            Business Development Executives/s            Manager - Activations            Activations Executive/s            All Staff            Other internal stakeholders as relevant and appropriate</p> <p><b>External</b>            Key event partners, major sponsors, suppliers, clients            Key international stakeholders i.e. Formula One and Dorna            Key suppliers and commercial partners            Other stakeholders as relevant and appropriate</p>
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<b>Values</b>	<p>Knowledge of and consistent demonstration of the Corporation's iiQCAT values: Integrity, Innovation, Quality, Customer, Accountability, Teamwork.</p> 
<b>Corporation Objectives</b>	To promote Melbourne and Victoria via the staging of two international sporting events - the Formula 1 Australian

	Grand Prix at Albert Park and the Australian MotoGP at Phillip Island.
<b>Governed by</b>	The Corporation is governed by the Australian Grands Prix Act 1994 (Vic).
<b>Standards of behaviour</b>	The Code of Conduct for Victorian Public Sector Employees governs the behaviour of all Corporation employees.
<b>Human Rights</b>	The Charter of Human Rights and Responsibilities Act 2006 is a Victorian law that sets out the basic rights, freedoms and responsibilities of all people in Victoria. The Charter requires the Corporation to act compatibly with human rights, and to consider human rights when developing policies, making laws, delivering services and making decisions.

<b>Role Objectives</b>	<p>This role is responsible for supporting the sales and commercial team to generate sales/revenue and the delivery of contractual benefits, through strategic and operational excellence.</p> <p>The key areas of focus for revenue generation include corporate hospitality and sponsorship, while also shaping patron offerings and experiences during AGPC events, with the aim of ensuring a strategic, contemporary and customer -focussed approach.</p> <p>This position will be an integral part of the Sales and Commercial team. The role provides administrative support to ensure maximum revenue and increased net contribution is achieved, while ensuring that the service elements associated with these areas meet and exceed customer's expectations.</p> <p>The role requires the individual to work at all times as a member of a cohesive sales team and provide assistance to the Division Manager – Sales and Commercial and/or GM Sales &amp; Commercial where necessary.</p>
<b>Core Responsibilities</b>	<p>Undertaking the required elements of the role, in a way that aligns with the view to quality work practices, including but not limited to assisting and managing the sales and commercial team:</p> <p><b>Sales Operations:</b> Maintenance of AGPC's CRM database;</p> <ul style="list-style-type: none"> <li>• Daily loading of hospitality booking forms, sponsorship proposals and contracts, TAF's and any</li> </ul>

other documents as required from time to time in CRM;

- Producing sales reports;
- Reallocation of accounts as and when required, and provision and uploading key data for marketing activities; and
- Other administration requirements as required from time to time.

Provide ongoing administrative support to the Sales and Commercial team, specifically:

- Assisting with the development of sponsorship and hospitality proposals;
- Booking travel and appointment as and when required for sales and sponsorship meetings;
- Process expenses, invoices and assist with the forecasting and reconciliation of the Sales and Commercial expense budget;
- Understand and assist the sales team with key sales processes (booking confirmations, cancellations and amendments, plus TAF's);
- Fully understand the Terms & Conditions to advise clients and the Sales and Commercial team of important dates and payment terms.

Understanding of the Ticketing procedure and policies and support the Ticketing Coordinator in particular during the event period.

**Finance:**

As part of the team, reach the targeted sales budget revenue as set by Management for each event

Assist with reconciliation of sales targets for the team, monthly reconciliation of hospitality and sponsorship bookings and other financial support as and when required.

Manage the Sales and Commercial expense budget, including the tracking spreadsheet and monthly reconciliations.

Understanding of financial processes, ordering and budget systems. This may include updated the Sales budget and/or recovering costs from clients directly.

In conjunction with the Commercial Analyst prepare sales analysis of both events annually.

**On-Sellers and Ticket Agents:**

Manage the contractual arrangements for On-sellers and manage the development of new or updated contracts, including a contract register.

Fully understand the booking form and commission process for all on-sellers and load these details into CRM.

Forecast prior to each event and then track monthly the commission payments associated with On-sellers and Ticket Agents.

**Marketing:**

Working with the marketing team and at the direction of the Division Manager - Sales and Commercial, assist with the development and delivery of sales tools to assist the team. This includes (but is not limited too) eDM's, proposal templates, proposals, HOB and all online/social media marketing.

Prepare the data from CRM associated with the with Direct Mail campaigns in a timely manner for the Digital team;

Coordinate all corporate and VIP booking information, pricing and with AGPC's key partner, the Grand Prix Travel Office.

Handle inbound enquiry telephone calls and manage the booking process for F1 events when the sales team are out of the office.

**Activations:**

Play an active role in delivery of event time client requirements and assist wherever needed with the successful delivery of our corporate product on site

Assist with the preparation and delivery of professional tailored sponsorship presentations to potential and existing sponsors of the Australian Formula 1® and Australian Motorcycle Grands Prix

**Team:**

Provide support to members of the Sales and Commercial Team, to drive motivation, performance and achievement of outcomes.

All work to be done in alignment with AGPC values to ensure a cohesive, constructive and excellence-driven team culture.

Act as a role model for organisational standards, values and professionalism.

At the reasonable request of your Division Manager; General Manager and/or the Chief Executive Officer, role responsibilities may be altered at any time. Changes will be tied to the Corporation's strategic objectives, workforce planning and the structural alignment of the Corporation.

### **Governance**

Adhere to Corporation policies, procedures, and directives regarding standards of workplace behaviour in completing job duties and assignments.

Conducting every aspect of work in a trustworthy, reliable and transparent manner, and maintaining the highest ethical standards.

### **Customer Service**

Putting internal and external customers first, building strong relationships and ensuring that the approach is responsive to the needs of the internal/external customer.

Encouraging openness and trust by sharing information widely, listening, welcoming constructive challenge and encouraging free dialogue.

### **Continuous Improvement**

Taking initiative to improve operations/services/products and systems so that they are consistent with the Corporation's strategic direction and values; incorporating innovation and experimentation into daily work.

### **Health and Safety**

To assist the Corporation in meeting its health and safety obligations you will be required to:

- Actively participate in the reporting of hazards, incidents and near misses.
- Take corrective action to address or mitigate any risks or hazardous situations throughout the course of your work.
- Take reasonable care for your own health and safety, and for the health and safety of others.
- Adhere to the Corporation's various policies, procedures, work practices and standard operating procedures.

- Perform your role in accordance with any specific responsibilities as outlined in the Corporation's safety management system.

To enable the Corporation to meet its obligations for providing a healthy and safe working environment for you, you must inform your manager of any issues which may impact your ability to safely perform your role.

**Environmental Considerations**

Cooperate with the Corporation regarding caring for the environment, by acting in a sustainable way and minimising environmental impact by adhering to the Corporation's policies, procedures and work practices.

## PERSON SPECIFICATION

<p><b>Qualifications and Experience</b></p>	<ul style="list-style-type: none"> <li>• Appropriate tertiary qualifications (degree, diploma or certificate) in Sport or Event Management</li> <li>• Experience working in events is preferred</li> <li>• Proven ability to manage change in a complex environment</li> <li>• Highly developed interpersonal skills, with the proven ability to build effective relationships and communicate with a diverse range of people both internal and external</li> <li>• Knowledge and understanding of CRM systems, in particular Sage CRM.</li> </ul>
<p><b>Relevant Traits and Characteristics</b></p>	<p>Customer Service</p> <ul style="list-style-type: none"> <li>• Demonstrated achievement in and enthusiasm for the provision of quality customer service</li> <li>• Immediately respond to customers' needs or concerns to ensure the quality of service meets agreed standards</li> </ul> <p>Teamwork, Adaptability and Resilience</p> <ul style="list-style-type: none"> <li>• Demonstrated commitment to teamwork and the maintenance of a supportive work environment</li> <li>• Ability to work effectively as part of a team in a fast-changing environment</li> <li>• Keeping calm by demonstrating a capacity to positively deal with unanticipated problems and changing circumstances</li> </ul> <p>Interpersonal, Verbal and Written Communication</p> <ul style="list-style-type: none"> <li>• Well-developed written communication ability</li> <li>• Strong interpersonal and communication skills</li> <li>• An ability to liaise, negotiate and constructively provide and accept feedback from staff at all levels</li> </ul> <p>Organisation and Planning</p> <ul style="list-style-type: none"> <li>• Organisational and planning skills in managing a personal workload in a busy environment with conflicting demands</li> <li>• Ability to meet deadlines</li> </ul> <p>Technology</p>

- Experience in the use of Microsoft desktop products such as Word, Excel, Outlook and PowerPoint
- Experience in information management systems, including internet and on-line environments

Continuous Learning and Professional Development

- Demonstrated commitment to continual professional and personal development