


Position:	Merchandise Operations Coordinator
Division:	Entertainment
Department:	Motorsport, Entertainment & Industry
Reporting to	Manager – Entertainment & Fan Engagement
Employment Type	Long Term Contract – minimum 6 months

Key Relationships	<p><u>Internal</u> Division Manager - Marketing Division Manager - Corporate Affairs and Communications Corporate Affairs & Communications Specialist Manager Division Manager – Marketing Consumer Insights and Marketing Manager - Brand and Advertising Manager – Digital Division Manager - Risk and Operations Venue Operations Managers and Coordinators Sales & Activations Department Division Manager – Infrastructure Infrastructure Department Legal Department Finance Department Other internal stakeholders as relevant and appropriate</p> <p><u>External</u> Engineering Project Manager (APP) External Entertainment suppliers Harry the Hirer Event Sponsors Exhibitors Merchandise Supplier Key suppliers and commercial partners Other stakeholders as relevant and appropriate</p>
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Values	Knowledge of and consistent demonstration of the Corporation's IIQCAT values: Integrity, Innovation, Quality, Customer, Accountability, Teamwork.
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<p>Corporation Objectives</p>	<p>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.</p>
<p>Governed by</p>	<p>The Corporation is governed by the Australian Grands Prix Act 1994 (Vic).</p>
<p>Standards of behaviour</p>	<p>The Code of Conduct for Victorian Public Sector Employees governs the behaviour of all Corporation employees.</p>
<p>Human Rights</p>	<p>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.</p>

<p>Role Objectives</p>	<p>Working closely with other departments and as a key member of the Entertainment Team, the role's purpose is to effectively coordinate particular aspects of event content associated with the staging of the merchandise program and other smaller off track entertainment activities at the Formula 1® Australian Grand Prix at Albert Park and the Australian Motorcycle Grand Prix at Phillip Island.</p> <p>To assist the Manager – Entertainment and Fan Engagement in growing Merchandise sales (at event, on-line and potential wholesale opportunities). This also includes accountability for contractor relationships in line with key merchandise agreements and brand awareness.</p> <p>This role requires focus on delivering exceptional customer service in combination with continuing to build strong relationships and communication across a wide number of</p>
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	<p>all internal and external stakeholders, including the induction and training of contract staff joining the Team in the lead up to and at both events as required.</p> <p>This role requires experience with brand management to ensure range development is in line with event and brand guidelines.</p> <p>In addition to this, experience with sales and financial analysis is also required to ensure contractor(s) obligations are being met and financial reporting is correct.</p> <p>With a high level of multi-tasking event logistics, this fast-paced role will add value and increase the event enjoyment and event experience for all patrons and stakeholders.</p> <p>Coordination in the development, planning, review and production of various key event and operations plans is required as well as appropriately managing safety and risk ensuring that stakeholders and patrons are comfortable within the environment of the event.</p> <p>Attention to detail is required to autonomously research, negotiate and contract new merchandisers/exhibitors with the view to continually grow the merchandise program for both events.</p> <p>Key reporting documents should be analysed to review growth areas in online and wholesale opportunities.</p>
<p>Core Responsibilities</p>	<p><u>Merchandise Program (Formula One and MotoGP events)</u></p> <p>To assist the Manager – Entertainment and Fan Engagement and Senior Entertainment & Merchandise Coordinator in growing Merchandise sales and ensuring any new opportunities are fully explored. This also includes ensuring that all existing merchandise vendors continue to be involved in the events.</p> <p>Once site sales have been made, the Merchandise Operations Coordinator is responsible for ensuring account management to ensure accountability of agreement requirements and all sales are within guidelines.</p> <p>Brand Management - Maintain continuity within the merchandise ranges and ensure any merchandise that is designed for sale are within current brand guidelines of event and rights holders logos. The Coordinator is responsible for keeping documentation up-to-date in relation to ranges, timeline alignment and pre-production samples are correct.</p>

Delivering and coordination of on-site/operational obligations in consultation with the Manager – Entertainment and Fan Engagement and other stakeholders including Infrastructure team.

Ensuring wholesale and online plans presented by nominated merchandiser are executed as contracted and additional opportunities are fully explored.

Ensure contracted marketing plans are being fully executed as agreed and ensuring funds from ~~contracted~~agreed budgets are being spent in accordance of the agreements. Continually explore new opportunities and avenues for marketing and advertising to continue to grow brand awareness and sales.

Contract management and accountability of all merchandise related agreements.

Other duties include:

- Organise and maintain merchandise samples
- Liaise with internal departments on merchandise requirements
- Coordinate eDM material deadlines against and agreed schedule
- Execute promotional activities

GP Expo (MotoGP)

In consultation with your Manager, coordination and on-site management of all aspects of the GP Expo including site sales, coordination of floor plan, bump in/out logistics, customer service, liaison with on-site Expo build contractors, event operations and pre/post event administration including post event evaluation, feedback and research analysis.

At the reasonable request of your 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.

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PERSON SPECIFICATION

<p>Qualifications and Experience</p>	<ul style="list-style-type: none"> - Appropriate tertiary qualification in event management, sport management, marketing or related discipline - Demonstrated relevant, equivalent professional experience of at least 2-3 years in a similar role - Demonstrated understanding in the requirements and logistics in planning and delivering key event elements - High capacity and understanding of reporting and numerical statistics with ability to assist in decision making - Proven experience executing a marketing plan inline with agreed requirements - Proven experience and ability working in a high-pressure environment - Demonstrated ability to undertake tasks with minimal supervision required - Ability to remain calm under pressure and within stressful situations - Ability to research, negotiate and contract 3rd parties as required
<p>Relevant Traits and Characteristics</p>	<p>Customer Service</p> <ul style="list-style-type: none"> • Demonstrated achievement in and enthusiasm for the provision of quality customer service • Immediately respond to customers needs or concerns to ensure the quality of service meets agreed standards <p>Teamwork, Adaptability and Resilience</p> <ul style="list-style-type: none"> • Demonstrated commitment to teamwork and the maintenance of a supportive work environment • Ability to work effectively as part of a team in a fast-changing environment • Keeping calm by demonstrating a capacity to positively deal with unanticipated problems and changing circumstances <p>Interpersonal, Verbal and Written Communication</p> <ul style="list-style-type: none"> • Well-developed written communication ability • Strong interpersonal and communication skills • An ability to liaise, negotiate and constructively provide and accept feedback from staff at all levels <p>Organisation and Planning</p>

- Organisational and planning skills in managing a personal workload in a busy environment with conflicting demands
- Ability to meet deadlines

Technology

- 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