

# Role Description

## Visitor Experience – Sales Coordinator



|                           |                                                                               |
|---------------------------|-------------------------------------------------------------------------------|
| Cluster                   | Department of Creative Industries, Tourism, Hospitality and Sport             |
| Division/Branch/Unit      | Sydney Opera House                                                            |
| Location                  | Sydney CBD                                                                    |
| Classification/Grade/Band | Grade 2 Level 3                                                               |
| Kind of Employment        | Temporary – parental leave cover 12 months                                    |
| ANZSCO Code               | 225113                                                                        |
| PCAT Code                 | 3119192                                                                       |
| Role Number               | W02878R02683                                                                  |
| Date of Approval          |                                                                               |
| Agency Website            | <a href="http://www.sydneyoperahouse.com">http://www.sydneyoperahouse.com</a> |

### AGENCY OVERVIEW

The Sydney Opera House is an Executive Agency of the NSW Department of Creative Industries, Tourism, Hospitality and Sport. The Opera House is operated and maintained for the Government of NSW by the Sydney Opera House Trust, which is constituted as a body corporate under the Sydney Opera House Trust Act 1961.

The Sydney Opera House is a living work of art. A place of possibility and wonder - on and off the stage. We bring people together to be uplifted, empowered and entertained.

Our ambition is to be Everyone's House; where we aim to better understand and connect with community; to be a place where everyone feels welcome; to be future ready and to lead and inspire positive change.

To make this real, we are focused on four themes that underpin our organisational values (Creativity, Courage, Inclusivity, Integrity, Collaboration and Care):

- We better understand and connect with community.
- Everyone feels welcome here.
- We are future ready.
- We lead and inspire positive change.

### PURPOSE OF THE ROLE

The Sales Coordinator will be an integral member of the Sydney Opera House Tourism Sales Team. Reporting directly to the Head of Sales, this role will be responsible for supporting the Head of Sales, and working closely with the wider sales team, with duties varying to align with changing day to day priorities.

This role will be required to meet financial budgets and key business objectives through delivering sales plans, business development, and account management for a number of clients and markets. The role will drive sales, meeting and exceeding medium-to-long term sales targets in the key trade market including local travel agents, visitor centres, concierge, and assist with small events.

The Sales Coordinator will assist with projects and support the wider sales team as required, particularly during tradeshow, travel, and peak tourism periods. To provide this support, an understanding of tourism and inbound markets is a requirement for this role. Supporting the Sales Team during these times will provide the opportunity for mentoring from Senior Sales Staff, and experience across a range of inbound tourism markets.

You will also be accountable for general office administrative tasks; delivering sales reports and assisting with market intelligence and insights.

This role is perfect for a talented individual that has the ambition to succeed in one of the world's busiest tourism attractions and performing arts venues. The right candidate will be a well-organised team player with good attention to detail, a problem solver who can be adaptable to the changing priorities of the role.

This role requires strong administration skills, the ability to build good relationships with clients and key stakeholders, along with excellent sales and organisation skills.

As an essential part of the Visitor Experience (VE) Portfolio, facilitating smooth end-to-end customer journeys is a key component of the role. The role will work in close collaboration with other Sydney Opera House teams on a day-to-day basis to deliver seamless visitor experiences.

## KEY ACCOUNTABILITIES

- Manage your clients and markets, delivering on sales plans and managing existing and prospective clients plus key stakeholders.
- Provide organisational support to the Head of Sales and sales team
- Pro-actively follow up quotes and enquiries to develop business and meet sales targets
- Grow prospective client database and market segments as instructed by directed by the sales plans and market strategies
- Collate and analyse industry and internal tourism statistics plus market intelligence for reports and presentations for a wide range of purposes
- Attend tradeshow or sales missions when required and conduct sales calls to existing and prospective clients
- Be proficient in Salesforce or similar CRM, training will be provided
- Conduct client site inspections and familiarisation visits
- Achieve sales targets/budget to meet financial year KPIs

## KEY CHALLENGES

- Balance competing work priorities in a busy, dynamic environment.
- Work within the financial delegation limits and ensure spending is in line with in approved budgets.

## KEY RELATIONSHIPS

| WHO                                        | WHY                                                                                                                                                                                                                            |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Internal</b>                            |                                                                                                                                                                                                                                |
| Head of Sales, Tours & Experiences         | To receive overall guidance and direction. Support the Head of Sales, to deliver the sales strategy and supporting day to day.                                                                                                 |
| Tours Reservations Supervisor and Team     | To assist with the co-ordination of daily operations and to liaise regarding client tour bookings.                                                                                                                             |
| Business Development Managers              | To provide appropriate team support of sales projects, planning and share information.                                                                                                                                         |
| Other SOH Departments including Tours Team | To actively identify and expand sales opportunities, improve operations, given the mutual need to share information daily on performance scheduling, events, commercial marketing and related issues, and meet tight deadlines |
| <b>External</b>                            |                                                                                                                                                                                                                                |
| Tourism Business Partners                  | To discuss needs; negotiate commercial contracts and cooperative business ventures. Ensure the integrity of products is sensitive to artistic imperatives of major presenters.                                                 |
| Tourism Industry & Corporate Clients       | To develop and maintain strong business relationships and negotiate successful business outcomes.                                                                                                                              |
| Other Stakeholders                         | To identify commercial opportunities and synergies with other SOH products and maintaining effective working relationships.                                                                                                    |

## ROLE DIMENSIONS

### Decision Making

- The Sales Coordinator is responsible to make decisions on own initiatives and activities within the boundaries of approved SOH Tours strategies and initiatives, project plans and allocated budges, providing regular updates and seeking guidance as required from the Head of Sales

### Reporting Line

- Head of Sales, Tours & Experiences

### Direct Reports

Nil

## ESSENTIAL REQUIREMENTS

- Minimum 1 year experience in the tourism industry preferred
- Strong experience and a track record in Sales/Business Development
- Excellent verbal and written communication skills
- Outstanding organisational and relationship building skills
- Excellent interpersonal, networking and presentation skills
- Aptitude in decision-making and problem-solving
- Be able to negotiate rates and contracts and have conflict resolutions skills
- Strong administration and reporting skills
- Excellent computer and Microsoft Office skills
- Strong time management skills and attention to detail
- The ability to multi-task and work closely with other teams

## CAPABILITIES FOR THE ROLE

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at [www.psc.nsw.gov.au/capabilityframework](http://www.psc.nsw.gov.au/capabilityframework)

### Capability Summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

| NSW Public Sector Capability Framework                                                                     |                                       |                     |
|------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------------|
| Capability Group                                                                                           | Capability Name                       | Level               |
| <br>Personal Attributes | <b>Display Resilience and Courage</b> | <b>Intermediate</b> |
|                                                                                                            | <b>Act with Integrity</b>             | <b>Foundational</b> |
|                                                                                                            | Manage Self                           | Intermediate        |
|                                                                                                            | Value Diversity                       | Foundational        |
| <br>Relationships       | <b>Communicate Effectively</b>        | <b>Intermediate</b> |
|                                                                                                            | <b>Commit to Customer Service</b>     | <b>Intermediate</b> |
|                                                                                                            | Work Collaboratively                  | Intermediate        |
|                                                                                                            | Influence and Negotiate               | Foundational        |
| <br>Results             | <b>Deliver Results</b>                | <b>Intermediate</b> |
|                                                                                                            | Plan and Prioritise                   | Foundational        |
|                                                                                                            | Think and Solve Problems              | Intermediate        |
|                                                                                                            | <b>Demonstrate Accountability</b>     | <b>Foundational</b> |
| <br>Business Enablers   | Finance                               | Foundational        |
|                                                                                                            | <b>Technology</b>                     | <b>Intermediate</b> |
|                                                                                                            | Procurement and Contract Management   | Foundational        |
|                                                                                                            | Project Management                    | Foundational        |

## Focus Capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

| NSW Public Sector Capability Framework                       |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Group and Capability                                         | Level        | Behavioural Indicators                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Personal Attributes</b><br>Display Resilience and Courage | Intermediate | <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>Personal Attributes</b><br>Act with Integrity             | Foundational | <ul style="list-style-type: none"> <li>Behave in an honest, ethical and professional way</li> <li>Take opportunities to clarify understanding of ethical behaviour requirements</li> <li>Identify and follow legislation, rules, policies, guidelines and codes of conduct that apply to your role</li> <li>Speak out against misconduct, illegal and inappropriate behaviour</li> <li>Report apparent conflicts of interest</li> </ul>                                                            |
| <b>Relationships</b><br>Communicate Effectively              | Intermediate | <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> |
| <b>Relationships</b><br>Commit to Customer Service           | Intermediate | <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>               |
| <b>Results</b><br>Deliver Results                            | Intermediate | <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>                                                                                                                                 |
| <b>Results</b><br>Demonstrate Accountability                 | Foundational | <ul style="list-style-type: none"> <li>Take responsibility for own actions</li> <li>Be aware of delegations and act within authority levels</li> <li>Be aware of team goals and their impact on work tasks</li> <li>Follow safe work practices and take reasonable care of own and others health and safety</li> <li>Escalate issues when these are identified</li> </ul>                                                                                                                          |
| <b>Business Enablers</b>                                     | Intermediate | <ul style="list-style-type: none"> <li>Apply computer applications that enable performance of more complex</li> </ul>                                                                                                                                                                                                                                                                                                                                                                              |

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## Technology

### tasks

- Apply practical skills in the use of relevant technology
  - Make effective use of records, information and knowledge management functions and systems
  - Understand and comply with information and communications security and acceptable use policies
  - Support the implementation of systems improvement initiatives and the introduction and roll-out of new technologies
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