

Role Description

Business Development and Sales Manager



Cluster	Creative Industries, Tourism, Hospitality and Sport
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	Grade 3, Level 2
Kind of Employment	Enterprise Agreement
OSCA Code	511111
PCAT Code	1119192
Role Number	W03424R02974
Date of Approval	July 2026
Agency Website	http://www.sydneyoperahouse.com

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.

Further detail on strategic direction is set out in the [SOH Strategy 2024-26](#).

PRIMARY PURPOSE OF THE ROLE

This role is responsible for overseeing the relationship management and sales performance for the functions component of the House Venues contract, as well as for developing and implementing the sales strategy of Sydney Opera House functions. The Business Development and Sales Manager will optimise revenue within the private events venue hire 'stock' by aligning with the strategic goals of the Visitor Experience and Engagement portfolio.

Additionally, the role is responsible for overseeing proactive and reactive sales activities, of the sales team. This is done by monitoring and producing up to date sales analysis to help them to identify commercial activities that meet targets, while ensuring supporting marketing activity is being delivered.

KEY ACCOUNTABILITIES

- Implement appropriate processes for service agreement management related to sales, including reviews, business plans and assessments to ensure budget achievement
- Produce new leads and opportunities via outbound business development while overseeing and managing venue retail activity (New Year's Eve and dark periods, e.g. ticketed dinners with a speaker)
- Conduct market research and review the product offering and present findings with recommendations to shape a competitive offering
- Ensure the Function Sales Team follow processes and procedures to ensure internal integration with the event operations and venue hire teams and all relevant stakeholders.

- Mentor and be accountable for the performance of the Function Sales Team's revenue and generate initiatives for the Senior Function Sales Associates to meet or exceed budget targets.
- Record, manage and prioritise all incoming enquires within the corporate market through event management software (where food and beverage is the primary purpose) to Sydney Opera House and ensure clients receive accurate responses in a timely manner to achieve a positive hire revenue
- Ensure professional conversions of all commercial activities through determining availability of venues, preparing function room hire contracts and where necessary conducting site inspections.
- Build account relationships with all key customer segments by representing the Sydney Opera House in industry membership and tradeshow activities promoting function hire services
- Achieving the highest possible utilisation while ensuring smooth client transition to the catering partner by understanding the physical and technical limitations of the venues

KEY CHALLENGES

- Ensuring exceptional service delivery to maximise function hire revenue, profitability and contract compliance.
- Working closely with internal and external stakeholders to ensure the successful delivery of commercial bookings on a multi-service site.

KEY RELATIONSHIPS

WHO	WHY
Internal	
General Manager of Food & Beverage	To provide updates on sales performance, risk mitigation and regular operator assessment to ensure continued improvement, ongoing initiatives and collaboration with the overall Food and Beverage department strategy
Senior Function Sales Associates	Collaborate with to convert and manage reactive sales enquiries and to determine the suitability and profitability of function venue hire
Food & Beverage Services Team	Liaise with the Contract and Operations Managers to ensure contract management consistency and full compliance with services agreements Collaborate with the Function Sales and Administrative Assistant to ensure administrative process related to venue hire are implemented and followed
Internal Stakeholder	Provide an ongoing consistent level of information. Maintain effective interaction and cooperation. Communicate with to keep updated on events and functions.
External	
Commercial clientele	Liaise with to obtain event requirements to ensure needs are met or exceeded. Provide an ongoing consistent level of information.
Contractors, hospitality partners and service providers	Provide onsite training as needed. Contact to provide and gather information and resolve routine issues. Provide an ongoing consistent level of information.
Industry colleagues	Develop and maintain functional working relationships to liaise, consult, engage and collaborate with. Communicate with to ensure full awareness of developing trends.

ROLE DIMENSIONS

Decision Making

This position is responsible for making day to day decisions relating to work priorities and workload management for themselves and the wider sales team including active ownership of tasks and maintaining efficient lines of communication.

This position refers to the General Manager, Food and Beverage for project timelines, budgets and briefings.

Reporting Line

General Manager, Food and Beverage

Direct Reports

Nil

ESSENTIAL REQUIREMENTS

- Relevant tertiary qualifications or industry experience.
- Demonstrated industry specific professional experience in middle management.
- Strong understanding of venue sales booking processes.
- Proven knowledge of the processes of function delivery.
- Problem solving and conflict management skills.
- Highly developed administration and time management capabilities.
- Ability to interpret and contribute to function venue sales budgets.
- Collaboration across multi-disciplinary teams.

DESIRABLE REQUIREMENTS

- Demonstrated experience in commercial contract management.

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
 Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity and Inclusion	Foundational
 Relationships	Communicate Effectively	Intermediate
	Commit to Customer Service	Adept
	Work Collaboratively	Foundational
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Adept
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	Intermediate

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Manage Self	Adept	• Keep up to date with contemporary knowledge and practices • Seek and take advantage of opportunities to learn and apply new skills • Commit to achieving challenging goals • Seek and respond positively to constructive feedback and advice • Examine and reflect on your performance
Relationships Commit to Customer	Adept	• Take responsibility for delivering high-quality customer-focused services

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Service		• Design processes and policies based on the customers' experience and engage people with lived experience to inform service improvements • Create opportunities to learn about and measure what is important to customers by engaging with a wide range of customer experience Use customer data, feedback and insights to improve service delivery • Find opportunities to collaborate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in your area of expertise • Connect and collaborate with relevant customers from the community
Results Deliver Results	Adept	• Use your own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Ensure staff understand expected goals and acknowledge staff success in achieving these • Identify the resources people need and ensure goals are achieved within budget and on time • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the way resources are allocated meets new business needs • Ensure you budget for and clearly state the financial impacts of new priorities
Results Plan and Prioritise	Intermediate	• Understand the team and business unit's goals and set work tasks that contribute to meeting them • Set and develop team goals and plans, and use feedback to inform planning • Respond proactively to changing circumstances and adjust your plans when necessary • Consider how immediate and longer-term organisational issues might affect the achievement of your team and business unit goals • Adapt and respond proactively when priorities and work environments change
Business Enablers Project Management	Intermediate	• Research and analyse data at a basic level to inform and support the achievement of project deliverables • Contribute to developing project documents and resource estimates • Contribute to reviews of progress, outcomes and future improvements • Identify when projects differ from their plans and tell your supervisor