

Senior Manager, Stakeholder Events

Position Description

The Pillar

The Customer Experience Pillar ensures that Arts Centre Melbourne places the customer first by creating and delivering experiences of unique value. The team is accountable for delivering an integrated end-to-end customer journey that provides a remarkable experience each and every time. We deliver success in our customer-focused business functions of Front of House, Ticketing, Marketing, Food & Beverage, Communications, Car Park, Retail and Guided Tours. We are the largest team in the organisation with more than 450 people.

Communications team

The Communications team is responsible for external and internal communications across the organisation, narrative and storytelling, strategic and campaign based media, brand integrity, leadership positioning, reputation and issues management, change communications, internal culture, publications as well as stakeholder engagement. Through excellent communication in multiple channels to a diversity of audiences, it builds a compelling narrative around Arts Centre Melbourne's purpose, impact and value to the people of Victoria, the creative industries, and in generating advocacy for the Reimagining Arts Centre Melbourne project, central to the Victorian Government's Melbourne Arts Precinct Transformation. The team is also responsible for internal engagement on business transformation, and bringing the mission and purpose of the organisation to life, internally through activation of the culture statement, The Role You Play, and externally through powerful and compelling storytelling.

The role

A critical factor in Arts Centre Melbourne's capacity to deliver on its strategic corporate objectives is the identification, meaningful engagement and effective management of key internal and external stakeholders. The foundation of our commitment to stakeholders is our recognition of the importance of the relationships we have with them and the acknowledgement that they are key to our capacity to build and grow a sustainable business. As Arts Centre Melbourne looks to its future, the importance of key relationships within government, partners, donors and industry will be crucial.

This role will lead on the successful planning, project management and delivery of stakeholder engagement activities and events that support advocacy, demonstrate our commitment to priority focus areas, and build thriving relationships. This role will act autonomously under the direction of the Director, Communications, guided by the priorities of the Transition21 Advocacy workstream and working closely with internal stakeholders, collaborators and contractors.

It will lead all aspects of planning, coordination, production and event management including: guest lists; VIP ticketing function; data management, running orders; speakers presenter support; briefings; oversight of food and beverage; entertainment; and people management including VIPs and talent. The role will lead on the delivery of stakeholder events for the Communications, Strategy, Advocacy and Partnerships and Philanthropy teams. It will also support the delivery of stakeholder events as required for the CEO's office and the Victorian Arts Centre Trust and in collaboration with presenters and Resident Companies.

Type	Full-time, ongoing
Reports to	Director, Communications
Direct Reports	N/A
Salary/Hourly Rate	ACM Enterprise Agreement 2018 Band 3.3
Key Relationships	<p><i>Internal:</i> CEO's office; Victorian Arts Centre Trust; Philanthropy; Strategy, Advocacy and Partnerships; Programming; Conferences, Meetings and Events; Customer Engagement, Presenter Services; Finance; Production teams.</p> <p><i>External:</i> Stakeholders; Victorian Government; Arts Centre Melbourne Partners; MAPT Precinct stakeholders; the creative industries; Resident Companies and major presenters; external suppliers.</p>
Delegation	Financial and people delegations as per current policy.
Location	Arts Centre Melbourne premises (subject to potential relocation)
Other	<p>SGA Employee under the ACM Enterprise Agreement 2018</p> <p>Satisfactory completion of a National Police Check required</p> <p>You will hold valid working rights in Australia (subject to verification)</p> <p>Current Working with Children Check required</p> <p>Current Working with Driver License required</p>
Last Reviewed	April 2021

KEY CRITERIA

Your capabilities

- **Change Agility** – you work well in an environment characterised by high levels of change: adapting, learning and applying skills quickly.
- **Sustainable Creative Practice** – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- **Collaboration** – you work with others to achieve outcomes – involving the right skill, perspectives, abilities and expertise.
- **Accountability** – you achieve required goals and outcomes both personally and for the organisation.
- **Coaching** – you continuously develop yourself and others.
- **Being Inclusive** – you act in a way that is inclusive and provides an environment of access and equity.

Your qualifications and experience

- Significant experience or professional or tertiary qualification in stakeholder engagement and event management, customer or donor loyalty programs, and relationship management.
- Extensive experience in end-to-end planning and delivery of stakeholder activities, including launches, forums, workshops, opening nights, event management delivery and project management.
- Strong relationship management and interpersonal skills.
- Extensive experience in establishing and maintaining effective stakeholder relationships.
- Excellent verbal and written communication skills.
- Ability to liaise with a range of diverse stakeholders (internal and contractors) in delivery of events.
- Extensive administrative experience including Super User level knowledge of Microsoft Office programs, USI Ungerboeck and Tessitura.
- Excellent planning and prioritising skills.
- Extensive experience working on delivery of a range of arts projects.
- Extensive experience in a festival or project role including scheduling and travel management.
- Strong knowledge of the performing arts sector.
- Exposure to or an understanding of government requirements, policies and procedures.
- Experience in working and negotiating with suppliers, developing project briefs and managing the delivery of creative elements.

Your skills and attributes

- Proven experience with and understanding of current technology, operating systems and applications; and the demonstrated ability to learn and apply new technology and systems, including upgrades and changes, within a reasonable timeframe.

In the role you will

Together with your Communications team mates, you will play a shared role in:

- Ensuring Arts Centre Melbourne has a compelling narrative that speaks to its mission, purpose, values and principles.
- Contributing to a high-performing, energised, and creative team of Communications professionals, who can contribute to project or team success with speed, flexibility and passion.
- Developing and delivering compelling communications that are consistent, of outstanding quality, and that connect with a diversity of communities of interest.
- Improving and enhancing the experience of our stakeholders, fostering a culture and advocacy, collaboration and support through effective, strategic engagement and events.
- Building our brand storytelling capability, increasing awareness, understanding and sentiment.
- Activating our culture statement *The Role You Play*, cultivating an engaged and connected team.
- Delivering on our corporate and strategic business plans, and business transition driven by the Reimagining Arts Centre Melbourne (RACM) and Transforming Arts Centre Melbourne (TACM) projects.

Your key Accountabilities:

Autonomously develop and maintain:

- Accurate CRM data management and relationship tracking (Tessitura) and EBMS (for event scheduling) working with internal teams.
- Under the direction of the Director, Communications and driven by decisions of the Stakeholder Strategy Group and Advocacy workstream, take the lead on developing and producing a calendar of stakeholder events within agreed budgets in support of Corporate Plan/Transition21 objectives.
- Targeted guest lists, ticket allocations, event schedules and briefing notes for key stakeholders.
- Maintain strong positive relationships with internal and external stakeholders including key contacts and suppliers.
- Working with internal stakeholders to provide a holistic view of relationship engagement across the business.
- Excellent support internally to all departments for stakeholder engagement and externally to contractors, venues, sponsors, suppliers.

Manage and deliver:

- End-to-end event production management in support of the CEO/Trust, Communications, Philanthropy, Strategy, Advocacy and Partnership teams (including cohesive oversight of all internal teams required to deliver F&B, theming, AV, production, staging) ensuring Arts Centre Melbourne's reputation, core purpose and leadership positioning is consistently enhanced and upheld.
- Convene and manage the coordination and actions from the Stakeholder Engagement Group.
- Convene and manage the coordination and activities of the Stakeholder Contacts Group, working closely with the CRM team to ensure accurate and consistent contact data integrity.
- Work with the Director, Communications and Advisor, Communications (Reimagining) on the planning and delivery of stakeholder engagement activities, including team briefings, stakeholder briefings, consultation forums etc.
- Evaluate and maintain processes and systems for the efficient delivery of stakeholder engagement activity.
- The all-team briefings, liaising with multiple internal teams to produce the scheduled meetings.
- A hosting schedule for the Stakeholder Engagement Group, including a diverse range of activities, ranging from small and large-scale functions, tours, private dining events, VIP ticketing, all supporting the Advocacy workstream and other internal teams to leverage opportunities to build relationships.
- Arrivals and stakeholder engagement, including hosting at appropriate events.
- Complimentary tickets, seating allocations, gifts, ancillary activities, working with internal stakeholders to engage VIP contacts.
- Opportunities to maximise data capture, benefit tracking and delivery.
- Opportunities for program, venue and event partners to enhance stakeholder experience, add value and achieve cost effectiveness.
- Post-event reporting and acquittals as required.

Ensure:

- Health, safety and environment compliance in all aspects of carrying out the role.
- A detailed acquittal and post-event report is provided at the conclusion of the Event as required.

Decision making:

- Under direction of the Director, Communications, undertake planning and decision making processes to deliver on the role's key accountabilities.

Systems:

- Super User level knowledge of Microsoft Office programs, EBMS and Tessitura.

Working environment/physical requirements:

- Be required to undertake the tasks and requirements detailed in the relevant job task analysis.
- Undertake general office work with a strong emphasis on the use of computers and digital technology.
- Be required to be on site/attend events outside work hours from time to time.
- Work hours in accordance with your employment type and the ACM Enterprise Agreement 2018.

You demonstrate our values

- **Leadership** – courage and conviction.
- **Creativity** – a boundless imagination.
- **Care More** – a place for everybody.
- **Community** – working together.
- **Equity** – fairness and justice.