

HEAD OF COMMERCIAL

Role Description

The Pillar

The Customer Experience team 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. The team deliver success in our customer focused business functions of Ticketing, Marketing, Food & Beverage, Strategic Communications, Car Park, Retail, Guided Tours and Front of House customer service. We are the largest team in the organisation with over 450 people.

This leadership role is expected to enhance our overall customer experience offer and lead growth in our in-house customer facing commercial revenue streams, including conferences meetings + events, food and beverage outlets, foyer bars, Sunday Market, car parking, guided tours, merchandise, F&B tenancies and other customer related products. This role is responsible for over 42% of Arts Centre Melbourne's commercial revenue (\$27.2M in FY18).

The Role

Creates value for customers by leading a high performing team to create remarkable Arts Centre Melbourne experiences that maximise both customer satisfaction and commercial spend.

As a member of the Customer Experience Leadership Team, develops and implements strategy to maximise commercial opportunity as part of our customer experience.

Type	Full Time (fixed term, 3 years)
Reports to	TBA
Direct Reports	TBA
Salary/Hourly Rate	ACM Enterprise Agreement 2018 Band 5.2
Key Relationships	<i>Internal:</i> Customer Service, Customer Engagement, IT, HR, Programming, Presenter Services and Leadership Team. <i>External:</i> Customers, F&B Tenancy Outlets, Venue Presenters, Precinct Organisations, Industry and Community Organisations.
Delegation	Financial and people delegations as per current policy.
Location	Arts Centre Melbourne premises (subject to potential relocation)
Other	SGA Employee under the ACM Enterprise Agreement 2018 Satisfactory completion of a National Police Check required You will hold valid working rights in Australia (subject to verification)

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

- Relevant extensive industry experience in a senior business or sales role. Experience in the performing arts is not required.

Your skills and attributes

- Extensive experience in developing commercial and sales growth opportunities
- Extensive people leadership experience with a track record of building high performing teams, both culturally and operationally
- Extensive experience in Revenue Management to optimise commercial outcomes
- Big picture thinker with a **Customer First** and results oriented mindset
- Demonstrated experience in using customer data to inform future decision making
- Demonstrated experience developing and delivering entrepreneurial, commercial focused strategy in a multi-stakeholder environment
- A self-motivator who takes initiative when faced with a challenge
- Demonstrated experience in successful commercial negotiations
- Demonstrated experience handling MICE business is an advantage
- Demonstrated ability to positively influence organisational culture
- Experience in conflict resolution and problem solving
- Outstanding communication and presentation skills
- 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

Accountabilities:

- Lead, motivate and inspire a high performing team with a people first focus, which includes:
 - empowering the operational management team to manage and drive success in their people and areas
 - inspiring a clear sense of purpose and direction in the team, continuously improving team engagement
 - developing of knowledge and skills required for each team member to succeed in their role
 - developing a customer first and collaborative culture
 - driving continuous transformation in task automation / efficiency and technology utilisation
 - support and management of team challenges / performance issues in a timely manner
- Develop and implement strategic initiatives for our customer focused commercial revenue streams that create remarkable experiences and:
 - provide exemplary experiences of value to an increased and diverse range of customers, MICE planners, presenters and clients
 - champion innovation to create a point of difference and achieve an integrated customer-centric experience
 - deliver against Corporate & Strategic Plan objectives
 - develop key performance indicators and ROI metrics to benchmark and track success
 - optimise revenue opportunities across all touchpoints, building lifetime value
 - use customer voice, insights and trends to drive all decision making
 - build brand loyalty, trust and advocacy with our presenters and customers
- As a Leader in the CX Team, collaborate in the implementation and review of Arts Centre Melbourne's overall Customer Vision & Strategy.
- Lead relationships with contracted Food & Beverage tenants and oversee the delivery of key agreement initiatives.
- Develop business wide commercial revenue reporting to track progress, identify challenges and success points, understand variances to expectations and drive future customer focused decision making.

Decision making:

- Under broad direction from your direct Manager, you will be required to operate autonomously and make tactical decisions under pressure to achieve the accountabilities. You will be required to resolve long term issues and be responsible for the resolution of any customer issue within delegation.
- You will be required to balance the often competing enquiries and immediate demands of internal and external stakeholders. You will represent the interests of Arts Centre Melbourne in managing relationships with presenters and customers.

Working environment/physical requirements:

- Undertake general office work with a strong emphasis on the use of computers and digital technology.

- May be required to be on site/attend events outside of work hours (including evenings, weekends and public holidays) from time to time.
- Be required to undertake the tasks and requirements detailed in the relevant job task analysis.
- Potentially work in an underground office environment.
- 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.

Last reviewed July 2019