

## Position Description

<b>Job title:</b>	Manager, Business Development & Growth
<b>Team:</b>	Venue & Growth
<b>Reporting to:</b>	Executive Manager, Venue & Commercial Operations

### About the organisation:

The Royal Agricultural Society of Victoria (RASV), is a member-based, not-for-profit organisation that was formed in 1848.

Our Purpose is to celebrate agriculture, cultivate events and strengthen communities.

Our Vision is for the RASV to be globally recognised as a seal of excellence, highly valued for:

- Showcasing food and beverage, produce and producers
- Presenting premier events
- Activating and creating vibrant event spaces

### About this role:

This role is responsible for securing new revenue for the RASV; in particular but not limited to:

- Royal Melbourne Show (RMS) – Sponsorship, partnerships, brand investors, digital assets, onsite advertising, corporate hospitality
- Award Programs (Wine, Beer, Food, Coffee, Distilled Spirits) – sponsorship and partnerships
- Venue/Melbourne Showgrounds – procuring external events

The key objective of this position is to grow RASV's revenue through the following:

- Secure new principal and major sponsors for RMS
- Secure new presenting partners or sponsors for the Awards Program
- Present tailored sponsorship packages to prospective clients
- Actively engage with event and activation agencies to keep RASV product at front of mind
- Assist the sponsorship team to 'close' deals in a timely manner
- Bring potential venue clients onto site for familiarisation activities
- Actively engage with PCO's, event agencies and associations to keep Melbourne Showgrounds front of mind as their venue of choice
- Hunt for new exhibition, corporate and association events to take place at Melbourne Showgrounds

### Key responsibilities:

#### Service Delivery

- Actively source and negotiate with prospective new clients to acquire their business or event
- Create sound relationships with clients, prospective clients & stakeholders
- Build a solid understanding of client needs, wants and expectations
- Maintain effective, proactive and timely communication with clients
- Efficiently and effectively liaise with other RASV team members to ensure the clients expectations are being delivered in line with commitments made

## Position Description

### Financial Management:

- Regular revenue reporting
- Consistently meet or exceed sales budgets.

### Resource Management:

- Allocate the appropriate resources (time, team, suppliers and equipment) to implement business development initiatives in line with plans, stakeholder expectations and priorities
- Demonstrate improved efficiencies in implementing sales initiatives and activities
- Demonstrate excellent use of resources
- Contribute to improving the organisation's effectiveness and efficiency
- Act as support to other team members in the department
- Performing other tasks to assist the team as required or as directed by Executive Manager

### Relationship Management

Maintain sound relationships with key stakeholders:

1. Internally – including but not limited to the Commercial and Partnerships team, Venue team, Awards Program team and Executive team.
2. Externally – existing and prospective clients & suppliers.

### Organisational Capability

- Maintain concise records of sales processes & procedures and identify opportunities for continuous improvement and streamlining of processes.
- Development of your skill set and sales experience.
- Undertake training and study in areas requiring further development.
- Continue to improve the contribution made to RASV.
- Establish and review processes and procedures relevant to your area to improve efficiency and effectiveness.

### **Key competencies of the role:**

- Substantial sponsorship experience and a record of achievement in a sales environment
- Excellent communication and interpersonal skills
- Large network of contacts
- Deep knowledge and experience in marketing, product development, venue and event management
- Ability to work as a team member within the ethos and values of the RASV
- Demonstrated ability to build and maintain sound relationships
- Excellent attention to detail
- Commercial astuteness
- Demonstrated ability to manage time and organise a wide range of activities
- Highly motivated and energetic with the self-confidence to work to tight timeframes in a sometimes unsupervised environment
- Friendly, positive and reliable

### **Organisation compliance:**

- All employees are required to have and maintain a current Working with Children Check
- Be available to work the 11 days of the Royal Melbourne Show
- Work additional hours in the lead up and during events
- Adhere to RASV's Code of Conduct, policies and values.