

Position Description

Title:	Head of Bunjil Place Business Development and Cultural Tourism
Classification:	Band 8
Department:	Arts and Cultural Development
Division:	Community Life
Reports To:	Manager, Bunjil Place
Supervises:	Coordinator Bunjil Place Strategic Partnerships
Enquiries:	Colette McMahon, 9705 5200

1. Position Purpose

- » Drive the long term economic, cultural and social viability of Bunjil Place through the implementation of smart and innovative business development, investment attraction and income generation practice.

2. Key Responsibility Areas

Strategic Thinking

- » The implementation of a strong and innovative strategic 10-year Business Plan for Bunjil Place, with an emphasis on audience development, commercial and community partnerships and business and event attraction
- » Develop and implement a strategic income generation framework around sponsorship, philanthropy and fundraising
- » Oversee the establishment and management of the Bunjil Place Trust Fund
- » Take a lead role in the regional cultural tourism sector

Management

- » Ability to work within a budget with proficiency in budget preparation, monitoring, reconciliations and timelines while meeting the needs of the department, division and the organisation
- » Contribute to the commercial success of the Bunjil Place Arts precinct including the Function Centre, theatres, plaza and gallery by identifying strategies for financial sustainability and income generation

Communication

- » Prepare and present proposals and reports to a variety of stakeholders
- » Strong customer focus and ability to interact and consult with all stakeholders

Leadership

- » Skills in time management, setting priorities and planning and organising your own work (and where appropriate that of other employees) to efficiently achieve specific and set objectives using available resources and within a set timetable whilst managing conflicting pressures
- » Undertake all tasks while displaying both people and intellectual leadership
- » Through leadership and example promote Casey's values of Dream Big, Empower Each Other and Make our Community Proud.

3. Occupational Health & Safety Responsibilities

- » Take reasonable care for the health and safety of yourself and others in the workplace.
- » Ensure hazards, incidents, near misses and injuries are reported immediately.
- » Support activities taken by the organisation to comply with OH&S legislation.
- » Ensure only authorised, adequately trained staff undertake assigned tasks.
- » Develop new work procedures, as required, in consultation with relevant persons.
- » Provide appropriate facilities for safe storage, handling and transport of work-related materials and equipment.
- » Actively participate in the planning and execution of Return to Work plans for employees.

4. Risk Management

- » Risk Management – Employees must comply with risk management policy and procedures.

5. Accountability and Extent of Authority

- » Positions in this Band may manage resources and specialist units and/or develop and interpret policy.
- » In positions where the prime responsibility is for resource management, the freedom to act is governed by broad goals, policies and budgets with periodic reviews to ensure conformity with those goals and a reporting mechanism to ensure adherence to budgets. Decisions and actions taken in this Band may have a substantial effect on the operational unit being managed or on the public perception of the wider organisation.
- » In positions where the prime responsibility is to manage specialist units, the freedom to act is governed by the goals and policies of the organisation and by statute and subordinate legislation. Decisions and actions taken at this level may have a substantial effect on the community or sections of it.
- » In positions where the prime responsibility is to develop strategic plans, the freedom to act is wide and limited only to the areas nominated by Employer or the corporate management. The advice and counsel provided by these positions is relied upon for guidance and part-justification for adopting particular policies the impact of which may be substantial upon the organisation and/or the community.

6. Judgement and Decision Making

- » These positions generally involve both problem solving and policy development. Methods, procedures and processes are less well defined and employees are expected to contribute to their development and adaptation. The work will typically require the identification and analysis of an unspecified range of options before a choice can be made
- » Employees at this level will identify and develop policy options in their own functional area for consideration and choice by their Manager or by Employer.

7. Management Skills

- » Positions in this Band typically involve the supervision of large numbers of employees or the supervision of tertiary qualified employees or employees with extensive experience.
- » Management skills are required to achieve objectives and goals, taking account of organisational and external constraints and opportunities.

8. Interpersonal Skills

- » Positions require the ability to persuade, convince or negotiate with clients, members of the public, other employees, tribunals and persons in other organisations in the pursuit and achievement of specific and set objectives. Employees at this level must be able to lead, motivate and develop other employees.

9. Specialist Skills and Knowledge

- » These positions require proficiency in the application of theoretical or scientific approaches in the search for solutions to new problems and opportunities which may be outside the original field of specialisation by the employee. Where the prime responsibility is in policy formulation, analytical and investigative skills are required to enable the formulation of policy options from within a broad organisation-wide framework.
- » An understanding is required of the long term goals of the wider organisation and of its values and aspirations and of the legal and socio-economic and political context in which it operates.
- » A sound knowledge of budgeting and relevant accounting and financial procedures is essential except for specialist positions where such knowledge may not be required.

10. Inherent Physical Requirements

- » Use a computer
- » Drive a vehicle

11. Qualifications and Experience

- » National Criminal History Check
- » Working with Children Check
- » Degree or Diploma in Business and Marketing or similar discipline with several years relevant experience or lesser formal qualifications with substantial experience OR Substantial experience in business and marketing, with demonstrated success in high sales environment including philanthropic, fundraising and sponsorship
- » Ability to effectively manage, coach, mentor, develop and motivate staff and promote an environment that supports team building, skills development and best practice
- » Substantial experience in marketing or brand management, preferably in a Performing

Arts or functions venue

- » Sound understanding of the performing and visual arts industry in Australia
- » Experience in the development, implementation and delivery or training others
- » A driver's license which is valid to drive within Victoria

Contact City of Casey

03 9705 5200

NRS: 133 677 (for the deaf, hearing or speech impaired)

TIS: 131 450 (Translating and Interpreting Service)
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Customer Service Centres

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Patrick Northeast Drive

Cranbourne
Cranbourne Park
Shopping Centre