



POSITION DESCRIPTION

Job Title:	National Sales Director
Market Segment:	Hospitality & Industry
Reports to:	General Manager, Hospitality & Industry
Site Location:	The Melbourne Cricket Ground (MCG)
City, State:	Melbourne, Victoria

BUSINESS PROFILE

EPICURE, Australia's leading venue and event hospitality business, cultivates a refined taste in food, beverage and entertaining.

EPICURE delivers contemporary restaurant quality food, beverage and service for the Melbourne Cricket Club, Melbourne Town Hall and Zinc at Federation Square's dining and functions requirements, including multiple sites across the country such as the Taronga Zoo Centre, Brisbane City Hall, Adelaide Town Hall and The South Australian Museum, Perth Zoo and nib Stadium. Additionally, EPICURE manages the entire facility for the Perth Convention and Exhibition Centre in Western Australia.

The menu direction, service style and philosophy appeal to the venues long-standing and loyal clientele, EPICURE brings innovation and change in the food and beverage offered and will see the venues benchmarked as the leaders in the Australian the event and function business.

EPICURE offers event and function facilities to a broad selection of clientele including the corporate, social and wedding markets seven days a week 365 days of the year.



RESPONSIBILITY STATEMENT

The National Sales Director is a senior role, responsible for positioning the EPICURE's Sales in all their existing Australian sites. Drawing on resources and expertise, this role will market and successfully sell the event and function spaces within all the venues to achieve financial goals as well as ensuring client confidence and satisfaction.

EPICURE's brand identity needs to be reinforced and highly visible – providing customers with a level of confidence within all event and function businesses.

The fundamental key driver to the success of this role is the creation of EPICURE's National Sales team and maximisation of revenue opportunities, through the development and execution of sales initiatives that achieve or exceed sales targets. A strong customer service focus and high product knowledge are essential elements of the EPICURE brand.





KEY RESULT AREAS AND TASKS

Areas of Responsibility:

Sales of event and function facilities at EPICURE venues, nationally including at the MCG, Melbourne Town Hall, Zinc at Federation Square, Taronga Zoo Centre, Adelaide Town Hall, Brisbane City Hall, The South Australian Museum, The State Library of South Australian, Perth Zoo, nib Stadium and the Perth Convention and Exhibition Centre.

KEY REQUIREMENTS

Sales

- Development of annual sales strategy, including sales/business plans and budgets across all venues
- Ensure measurement and financial accountability of sales initiatives
- Account management of key clients and be accountable for further business growth through strong relationship management
- Understand product characteristics offered by key competitors and their sales and marketing strategies
- Drive activities referenced to the sales process including hosting venue tours, and familiarisations
- Maintain sales call patterns with key prospects to achieve revenue targets to ensure repeat bookings with key clients
- Maintain revenue targets and budgets for all sales staff

Financial accountability

- Active use of Key Performance Indicators (KPIs) as tools to manage the sales team, analyse the business, and thereby maximise revenue and profit
- Completion of concise weekly and monthly financial reporting
- Ensure budgets are achieved and/or bettered

Database/Account management

- Responsible for maintenance of the target market databases from which client relationship initiatives are developed (EBMS)
- Ensure the quality and integrity of the data and systems always
- Efficient and effective account management of major corporate clients

Industry Profile

- Maintain a high profile in the industry, nationally by developing effective relationships with professional conference organisers and the meetings industry. Attendance at targeted networking functions on a regular basis is a requirement
- Maintain and develop a high profile in the industry with suitable organisations; agencies to promote growth in appropriate special event market
- Develop effective alliances with key industry organizations – MEA, MCB, ISSES etc

Function Management/Customer Service

- Utilising service and negotiation skills to convert function enquiries into confirmed bookings
- Pro-active and efficient service delivery, which anticipates and accommodates client needs
- Successful management of files including written proposals sent to clients within 24 hours
- Targets for customer feedback are achieved & constantly reviewed

Customer Service

- Develop high levels of customer service to ensure that the customer's expectations are met and where possible exceeded. Targets for customer feedback are achieved and constantly reviewed. All sales team members must have and deliver upon the required EPICURE service standards and if necessary updated standards to be implemented by National Sales Director
- Utilisation of company training programs to improve staff efficiency and skill level across the business





People Management-Staff Development

- Set and maintain standards for quality customer service, ensuring all sales team members work to these standards
- Lead by example
- Conduct on the job training as required to achieve consistent standards of operation
- Identification of staff training requirements

Personal

- Present a professional appearance in personal presentation, communication and correspondence
- Ensure personal development through appearances at industry events.

PERFORMANCE STANDARDS

Performance standards will be measured based on the Key Result Areas listed above, identifying levels of standards with a measurable outcome.

Encourage staff to take advantage of opportunities for personal and professional development through succession planning, training and performance management.

Build a positive and professional relationship with all key stakeholders through open communication and continual examination of our business and service performance. Understanding of each of the venue's contractual obligations.

WORK ENVIRONMENT

This position is based at the Melbourne Cricket Ground, East Melbourne, VIC.

SUPERVISORY AUTHORITY

The National Sales Director will report to General Manager Hospitality and Industry with a dotted reporting line to the Venue Manager at the MCG, ensuring that all work in progress is communicated regularly through the appropriate mechanisms.

The National Sales Director will have accountability for the national sales team.

INDICATIVE HOURS

This is a salaried position operating in a dynamic service environment. As such operational conditions and client demands will dictate hours of work.

Your hours of work are required with a minimum of 40 hours per week regardless. You will be required to devote the whole of your time and abilities during normal working hours to the successful completion of your duties. The nature of this role will require a degree of evening work to ensure effective liaison with Key Stakeholders, including the formal greeting of clients, and in understanding and assessment of operations. Additional hours may be required to complete objectives.

PHYSICAL DEMANDS

This role will require a naturally energetic and flexible individual who is accustomed to working in a fast paced environment, and has proven capacity to work well under pressure, in a solo and small team setting. It will also require the capacity to deal effectively with multiple tasks and competing demands.





Customer service and interaction is paramount, administrative tasks are required to be completed efficiently and effectively around peak service times. The role involves hands-on involvement including lifting and the ability to sustain a physically active role.

SPECIAL NOTE

The above statements are intended to describe the general nature and level of work being performed by people assigned to this role. They are not intended to be an exhaustive list of all responsibilities, duties and skills to perform the role.

