



# Sales and Events Coordinator

## Position Description

<b>Position</b>	<b>Sales &amp; Events Coordinator</b>
<b>Reporting to</b>	Venue Operations Manager
<b>Position type</b>	Full Time, Fixed Term until 21 <sup>st</sup> November 2025
<b>Salary</b>	\$65,000 per annum + superannuation
<b>Direct Reports</b>	Nil
<b>Financial Delegation</b>	\$1,000
<b>Location</b>	Carlton (with some remote work/work from home as negotiated)
<b>Date of Preparation</b>	30 April 2025

### Position Purpose

To be responsible for growing the sales, and event coordination for Fringe Common Rooms, Melbourne Fringe's year-round venue at Trades Hall.

### Role Summary

You will actively promote sales and work to convert potential hire enquiries into confirmed bookings, liaising with a wide range of internal and external stakeholders to imagine and prepare for the best event possible. Using your experience at the coalface of sales, you will contribute advice and ideas to ongoing sales and marketing strategies.

Reporting to the Venue Manager, you will be the first point of contact for hirers enquiring to book Fringe Common Rooms for their private function or public event. You will be responsible for managing the venue's diary and coordinating all required administration such as quotes, contracts, invoicing and event briefs.

You will work with the marketing team and Venue Manager to develop and implement sales strategies to increase the number of bookings the venue receives.

In addition to private function bookings, Common Rooms hosts a select number of public events and arty parties throughout the year. You will provide administrative support for these bookings working with the Executive for value-add selection of successful EOIs and coordinating booking details with the external producers of these events.

### About Melbourne Fringe

Melbourne Fringe democratises the arts. Our vision is cultural democracy – empowering anyone to realise their right to creative expression. We support the development and presentation of artworks by, with and for Melbourne's people, running the annual Melbourne Fringe Festival, the year-round venue Fringe Common Rooms at Trades Hall, and a range of arts sector leadership programs. We believe that access to the arts and creative expression are fundamental rights of our citizenship and vital to a creative, healthy, cohesive society.

### Our Work Culture

Melbourne Fringe is a forward-thinking, creative and inclusive organisation. Our dreaming is out of the box, our work ethic is strong, and we don't let our limited resources stop us from making seemingly impossible things happen. We believe that great work is made by people

who enjoy what they do. We are proud to have a diverse workplace that celebrates difference and encourages people to bring their whole selves to work with pride.

Fringe is a values-driven workplace characterised by big-picture thinking, optimism and playfulness. We have a reputation as a hard-working, caring, energetic, fast-paced workplace that values our people and their health and which brings them together socially for lunch, events and fun times.

You're the right fit for Melbourne Fringe if you are:

- Passionate about creativity and cultural equity
- Willing to support anyone to participate in the arts, regardless of their experience, age, gender, ability, sexuality, cultural background or artistic practice
- Excited by the challenge of making ambitious things happen on limited budgets
- Ready for personal and professional learning and continual improvement
- Into a collaborative and social work culture

### **Benefits of Working at Melbourne Fringe**

Melbourne Fringe employees enjoy:

- A flexible work environment including regular work-from-home options (every Thursday, every second Tuesday, and at other times by negotiation)
- A glorious "no meetings" day every week
- Four Weeks' Accrued Annual Leave, with any unused leave paid out at the conclusion of your contract
- Best practice special leave entitlements including parental leave of up to 12 weeks' paid leave, and generous personal leave policies that cover physical and mental health, gender affirmation leave, cultural leave, menstrual and menopause leave and disability leave.
- An Employee Assistance Program counselling service
- A commitment to continuous learning, including sector-leading staff training and a personalised professional development plan, which includes options for coaching, mentoring, networking, skills development and training. Staff also have the opportunity to participate in organisation-wide training and development sessions throughout the year.

## **Venue Sales Coordinator**

**Here's a list of things you'll be responsible for:**

### **Venue Sales**

- Respond to all incoming enquiries in a timely manner.
- Conduct site inspections of the venue for prospective hirers
- Maintain and build relationships with hirers by providing exceptional customer service.
- Follow up with prospective hirers and sales leads.
- Track all incoming enquiries and sales leads in Airtable, ensuring the venue diary and CRM database are kept up to date.

- Administer and maintain venue listings on external websites and track and respond to enquiries received through external channels.
- Work with the Venue Operations Manager and marketing department to produce function packages and specials, e.g. EOY/Christmas parties.
- Liaise with Trades Hall staff to source venue hires from key unions and collaborate to support venue hire enquiries for Trades Hall rooms not managed by Melbourne Fringe.
- Work with the Venue Manager to develop venue sales strategies. Proactively implement such strategies and sales activities to generate new leads and increase utilisation.
- Add to and maintain contact lists (CRM database).
- Produce quotes, contracts and invoices (both pre and post-event) to send to hirers and follow up as required to ensure signatures and payments are received.
- Receive and collate EOI responses from prospective public event producers to present to both the Head of Programming and Creative Director/CEO.
- Assist the Head of Programming and Creative Director/CEO in their decision-making by providing additional information, such as venue availability and potential competing sales leads and responding to the producer to collect additional information as required.
- Keep the marketing team informed of confirmed public event details and on-sale dates and assist in collecting marketing assets from the producers.
- Build tickets for public events when required in Red-61
- Send post-event surveys to all hirers and collate responses.

### **Booking Coordination**

- Act as the main point of contact for all incoming hirers in the lead-up to their booking.
- Responding to operational queries with support from the Venue Manager as required.
- Produce event briefs in Airtable for each event, collating all operational details to hand over to event Duty Managers.
- Provide up-to-date information regarding booking timings, attendance numbers, and operational requirements to assist the Venue Manager in producing event rosters.

### **Administration, Finance and Reporting**

- Collaborate with the Venue Manager in the administration of Airtable
- Contribute to the reporting and reconciliation of the venue's income streams, and monitoring income and expenses.
- Provide input on sales and marketing strategy including but not limited to pricing, target markets, new business and branding and market messaging.
- Provide additional ad hoc support to the Venue Manager, occasionally taking on higher duties if required.

### **Fringe Festival Period**

- Continue to respond to Common Rooms enquiries and assist upcoming hirers booked in for peak EOY/Christmas party season.
- Provide ad hoc support around the Festival Hub as required.

## General

- Actively contribute to upholding best practice cultural safety for all Melbourne Fringe staff, artists, volunteers, audiences and other stakeholders.
- Engage fully in the Melbourne Fringe Festival, which by the nature of the Festival may mean extended hours and expanded duties during the Festival period (followed by some well-earned days off in lieu).
- Attend where required festivals, events, shows, exhibitions, industry gatherings and philanthropic activities and events throughout the year.
- Undertake a personalised professional development program
- Other duties as agreed with the Executive Director/ Deputy CEO, acknowledging that jobs evolve to meet the changing needs of the arts environment, and this document is an overview and not intended to represent the role performed in perpetuity.
- The successful applicant will be required to undergo a Working with Children Check as a condition of employment with Melbourne Fringe. We will cover the cost of this check.

### **Here are the skills and attributes you need to bring\*:**

- Passion for the work of Melbourne Fringe and a commitment to cultural equity.
- Resilience and ability to work effectively under pressure
- Demonstrated experience in function sales and/or coordination.
- A systems-oriented brain with exceptional attention to detail.
- Excellent interpersonal and communication skills with a high level of customer service
- Resilience and ability to work effectively under pressure.
- A sense of humour

*\* If you don't yet have all of the experience, know that Melbourne Fringe is a workplace that values ongoing skills development, mentoring and training.*

## **Our commitment to cultural equity**

Melbourne Fringe has a deep commitment to cultural equity, and we strongly encourage applications from people who identify as First Nations, Deaf, disabled, people of colour, queer, transgender and gender-diverse people, as well as people with caring responsibilities. We celebrate people's differences.

We know sometimes people – especially those from more marginalised groups – might feel under-qualified for a job or like you might not belong. If that's you, we especially welcome you – Fringe is a place that supports and up-skills people as they're learning on the job.

If this application format isn't accessible for you, please get in touch and let us know what alternative format would suit you best. Upon engagement, we can work with disabled staff to consider reasonable workplace adjustments to ensure access needs are met. If you have any questions about accessibility, please contact Carly Findlay, Access Advisor, on (03) 9660 9600 or [carly@melbournefringe.com.au](mailto:carly@melbournefringe.com.au).

Please advise us of any pre-existing injuries or conditions that may arise that might inhibit you in the physical requirements of the position, or any other access needs that you might have

