

## EXPRESSIONS WHIRINAKI ARTS AND ENTERTAINMENT CENTRE

### POSITION DESCRIPTION

**POSITION HOLDER:** Venue Hire and Promotion Co-ordinator

**RESPONSIBLE TO:** Visitor Services Manager

**EMPLOYED FOR:** Permanent part- time (20 hours) Flexible time. Depending on Centre activity, some weekend and evening work will be required.

### INTRODUCTION

#### INTRODUCING EXPRESSIONS WHIRINAKI

Expressions Whirinaki Arts & Entertainment Centre is a vibrant arts centre in Upper Hutt featuring art, culture and history. Three galleries have a constantly changing programme of exhibitions ranging from the best New Zealand and international art, to local exhibitions, with a special focus on family friendly experiences. Upstairs in the theatre the spotlight is on theatre, comedy, film, dance and music with a dynamic programme ranging from circus acts to classical music, and the recreation Hall is home to a wonderful variety of functions and events.

Expressions Whirinaki Arts and Entertainment Centre was built in 2003 and is owned by the Upper Hutt City Council. It is leased to, and operated under contract by a not-for-profit Council Controlled Organisation, the Expressions Arts and Entertainment Trust. The objectives of the Trust are those of a Charitable Trust to engage, enrich, inspire and connect people with art, culture, recreation and heritage by providing a focal point for the Upper Hutt community. Expressions Whirinaki Arts and Entertainment Centre is a regionally significant organisation that provides quality cultural/environmental activities that are accessible to everyone in the region.

As one of the more diverse Art Centres in New Zealand the Centre offers truly remarkable exhibitions, bringing the best of New Zealand to the region and the best of the world to New Zealand. Our dynamic exhibitions and events continue to reach wider audiences; our marketing arm has grown with an increased profile, and our performing arts programs have expanded, encouraging innovation, creative thinking and meaningful engagement with visual and performing arts for all ages. Many elements of Expressions Whirinaki may be hired for private or commercial functions and events.

#### PURPOSE:

The Venue Hire and Promotion Co-ordinator is responsible for overseeing Venue Hire Operation, Sales and Marketing. The primary purpose of this role is to market and sell the Centre as a premier conference and function venue, being the first point of contact for venue hire clients and to oversee the management of these events. This includes developing and managing the venue hire business operation, ensuring excellent delivery standards. In addition this role supports the promotion of the venue hire options, and the events happening within those spaces.

KEY AREAS	RESPONSIBILITIES	PERFORMANCE MEASURES
<b>Venue Hire Public Interface</b>	<p>Be the first point of contact for all event hire enquiries, responding to enquirers regarding venue hire bookings</p> <p>Work with the Operations Manager regarding the theatre bookings</p> <p>Meeting with new clients, preparing quotes and organising and managing events</p> <p>Ensure current information is passed on to the Visitors Service Manager for correct invoicing.</p> <p>Inputting of Centre statistics to capture visitors numbers</p>	<p>Enquiries are followed up, potential leads followed and bookings are activity sought in a timely manner.</p> <p>All details are followed through efficiently and information passed through to the team.</p> <p>Visitor number KPIs to events are met or exceeded</p>
<b>Venue Hire Management</b>	<p>Oversee the smooth running of various functions and private and public events, including gallery openings, meetings, private functions, conferences, weddings and ticketed events, providing on-the-floor, hands on-support</p> <p>Management of events and show nights or delegation of staff including venue hire services and liaison with technicians. Liaison with the Visitor Services Manager so that staff can be rostered accordingly.</p> <p>Work closely with other staff to enable the smooth and professional functioning of venue operations</p> <p>Work closely with the Centre Café (Dough) to develop a mutually beneficial relationship</p> <p>Develop effective relationships with suppliers (catering, hire equipment etc.) and negotiate favourable terms of purchase with them</p>	<p>Commercial events for venue hire meets or exceed budget. Booking programmes/Schedules are accurate and event plans and run sheets are through and shared.</p> <p>All clients happy with the level of service they are receiving</p> <p>Visitor Services Manager is receiving accurate and timely information about staff rostering needs.</p> <p>The Centre is always left in a professional state following all use by the venues operation</p> <p>Events both in house and hired are managed smoothly and professionally</p>

	<p>Assist with providing necessary equipment, furniture and catering in accordance with client needs. After use, check equipment and furniture is returned to storage. Set up Centre venue for functions, including furniture, equipment, and food and beverage services</p> <p>Proactively keep Museum venues clean and tidy during functions, as appropriate, without disturbing the enjoyment of guests</p> <p>Assist with the clearing up and cleaning of Centre after functions or undertake all such duties if in a sole-charge role</p> <p>Provide food and beverage service as agreed, in a friendly, professional and efficient manner</p> <p>Respond to the needs and requests of clients</p>	<p>Dough Café is informed of all events</p>
<p><b>Promotion and Booking</b></p>	<p>Proactively seek and secure bookings for the Centre</p> <p>Actively promote the Venue and its events. This includes venue hire promotion as well as both internal events and external events, concerts, public programmer. Etc</p> <p>Actively approaches and seeks out theatre touring agencies and companies to hire the theatre, and maintains touring theatre/performing arts networks.</p> <p>Undertake marketing and promotional tasks within the Team as required</p>	<p>The Venue is promoted externally and bookings increased with a marketing package and strategy in place.</p> <p>Events taking place in the venue are promoted with media releases, and other promotional mechanisms/avenues.</p>
<p><b>Special Events</b></p>	<p>In house events support such as Classical Expressions Launch/Friends of Expressions events</p>	

	<p>Staff events such as celebrations and Christmas</p> <p>Collaborate with the Curator and Director on public programmes and provide support as required.</p>	
<b>Health and Safety</b>	<p>Adhere to current Health and Safety Policy and best practices at all times Undertake all necessary hazard management initiatives</p> <p>Ensure all clients and visitors and are aware of health and safety requirements and procedures. Implement any system for which responsibility has been assigned, liaising with the Operations Manager</p> <p>Carry out security as required for events, having consideration at all times for the protection of Centre collections and property</p> <p>Maintain the security of the Venue during events, ensuring the opening and closing of the building, setting and unsetting of alarms and securing of the premises is carried out to required standards</p>	<p>All clients and visitors and are cognisant of health and safety requirements and procedures</p> <p>Hazards are identified and mitigated as per policies.</p> <p>Health and safety incidents are recorded and minimal</p>
<b>Liaising with Ticketing and Front of House for events</b>	<p>Liaise with promoters and clients to identify and complete ticketing and event programming needs which is ready for uploading</p>	<p>Contracts and records to be complete and available on request</p> <p>Accurate ticketing services and event promotion completed in a timely and efficient manner</p>
<b>Cultural Understanding of the Treaty of Waitangi</b>	<p>Understand and have knowledge of The Treaty of Waitangi and its implications.</p>	<p>New Zealand's cultural heritage and Tikanga Māori are incorporated into the public interface of the Centre.</p>
<b>Special Projects:</b>	<p>Special projects for the Director as agreed</p>	<p>Projects completed to the satisfaction of the Director</p>

## **CORE COMPETENCIES**

- Ability to work independently as well as part of a team.
- Commitment and accountability.
- Customer focus.
- Sales
- Strong written and oral communication skills.
- Strong relationship management skills.
- Energy.
- Innovation and creativity.
- Flexibility and adaptability.

### **Team Player**

- Work to the Strategic Framework of the Trust (see below)
- Works in an environment where staff feel valued, where cultural uniqueness is acknowledged and appreciated.
- Delegates effectively to event staff. Is open and honest with staff, approachable and available, actively encouraging feedback, and responding in a timely manner.
- Exercises sound judgment in decision-making, involving others as appropriate, and communicating the outcomes.
- Builds enthusiasm throughout projects and encourages others to do the same.
- Participates in problem solving, discussions and communication to resolve differences and conflict.
- Maintains productive networks.

### **Commitment/ Accountability**

- Takes responsibility for own performance and development. (Prepares, participates, sets high standards, follows through, and is receptive to feedback).
- Approaches change positively.
- Is organized and manages time well.
- Displays professionalism, integrity, honesty and commitment to the Trust's vision and goals.

### **Customer Focus**

- Recognises the importance of the role being the public interface with all venue hire enquires.
- Demonstrates commitment to internal and external customers by actively listening and clearly identifying their needs and proactively seeks information.
- Responds promptly to customer needs, goes the extra mile, keeps them informed of progress and follows up.
- Maintains helpful, courteous working relationships with customers, even when the situation makes this difficult.
- Seeks feedback from customers and acts on it (e.g. follow up/refer on, identify and action service improvements).
- Looks for ways of making systems and processes more customer friendly.
- A commitment to New Zealand's cultural heritage and Tikanga Māori. Understands and has knowledge of The Treaty of Waitangi and its implications.

### **Communicating Effectively**

- Conveys information clearly and concisely in a style and/or method of delivery which best meets the needs of the people receiving the message.
- Uses language and behaves in a way that recognizes cultural uniqueness.
- Creates open channels of communication, keeping people informed about events and decisions that affect them.
- Listens actively and attentively (e.g. asks appropriate questions to obtain, understand and
- Works to add value through marketing and promotion to generate income and visitors for the Centre

### ***Specialist Competencies***

- Experience and ability in Event Management and/or Venue Hire.
- Experience of project managing complex projects preferably in an art gallery, museum or tourism context.
- Experience in a customer service role.
- Experience in marketing and promotion and leveraging advertising spend and promotion.
- Experience in delegating to event staff
- Competence in IT systems relevant for the role.
- Ability to instil confidence and maintain credibility with clients.
- Ability to think strategically and creativity to solve on-the-floor problems
- Drive, energy and a commitment to being creative.
- Ability to work evenings and weekends if required



EXPRESSIONS  
Whirinaki

# 2016 STRATEGIC FRAMEWORK

## PURPOSE STATEMENT

*(this is why we are here)*

To engage, enrich, inspire and connect people with art, culture, recreation and heritage by providing a focal point for the Upper Hutt community.

## OBJECTIVES OF THE TRUST

*(this is what we do)*

1. To provide arts, recreation, cultural and heritage opportunities for the people of Upper Hutt
2. To be an integral part of the Upper Hutt Community
3. To facilitate the use of the Centre
4. To be an active participant in the wider New Zealand arts, cultural and heritage community
5. To provide stewardship of the Pumpkin Cottage Collection

## GUIDING PRINCIPLES

*(this is what guides what we do and our decisions)*

1. Accessible: We will meet the needs of the community by being accessible
2. Quality: Everything we do will be of a professional standard whilst holding value for money
3. Diverse: We will have broad community appeal with a popular and engaging programme
4. Challenging: Our exhibitions and events will challenge us and our audiences

## OUR VALUES

*(this is how we do what we do)*

1. Creative: We will be inspiring, passionate, and nurture creativity
2. Welcoming: We will be customer centred within our team and with those we work with.
3. Innovative: We will be clever and resourceful, with a can do, positive attitude
4. Responsive: We will work with each other and with the community with openness and flexibility

