

## Coordinator Performance & Events

<b>Position Number</b>	1247
<b>Directorate</b>	Communities & Place
<b>Department</b>	Arts, Culture & Recreation
<b>Location</b>	Horsham Town Hall, Pynsent Street, Horsham
<b>Position Classification</b>	Band 7 Level A
<b>Position Appointment</b>	Permanent Full-time
<b>Enterprise Agreement</b>	Horsham Rural City Council Enterprise Agreement Number Ten, 2022-2025
<b>Reports to</b>	Creative Services & Events Lead

## Organisation Values - **FAIR**

### **F**lexibility

We are adaptable to changing circumstances

### **A**ccountability

We are responsible for our behaviour and actions

### **I**ntegrity

We are ethical, transparent and honest in our conduct

### **R**espect

We value diversity and appreciate others and will not tolerate sexual or other forms of harassment

## 1. Position Objectives

### **BACKGROUND:**

The Horsham Town Hall is a thriving creative hub located in the Wimmera servicing the wider regional community. The Venue is home to a performing arts theatre, the Heritage Hall, the Horsham Regional Art Gallery and the Horsham and Grampians Visitor Information Centre and provides an important service to the community whilst also enhancing the liveability of our region. The Venue hosts a wide range of high quality international, national and locally produced events and offers a diverse range of public and education programs and workshops.

The Performing Arts theatre contains state-of-the-art theatre equipment, a 17-metre fly-tower, green room, dressing rooms and associated facilities and seats 500.

In addition to the Horsham Town Hall, Horsham is home to the Wesley Performing Arts Centre (Wesley PAC). *The Wesley PAC is a smaller, more intimate venue and is currently the subject of a fundraising campaign to facilitate scoped refurbishment and treatment works.*

The role of the Co-ordinator Performance & Events is to consistently lead and empower the Performance & Events team in accordance with the values of HRCC and to deliver agreed strategic goals. The role is responsible for programming performances and events within the venue with consideration to strategic goals, audience development and integration across the Horsham Town Hall and Wesley PAC.

The role is a key part of the Venue leadership team with the Co-ordinator Visual Arts reporting to the Creative Services & Events Team Lead. Working closely together this team drives continuous improvement across the Venue to enhance sustainable business operation. The Co-ordinator Performance & Events role is to identify continuous improvement opportunities within the performance and events space that drive consistency, efficiency and business continuity.

## 2. Key Responsibility Areas

The position has a number of key focuses:

### **Human Resource Management**

- Provide leadership and direction to the Performing Arts & Events team, which includes direct reports of Team Leader HTH Front of House, Team Leader HTH Technical Operations and associated reports of HTH Technician, Casual staff and Volunteers. This includes training, development and performance feedback for direct reports.

- Provide direction to Customer Service & Administration staff regarding box office tasks including highlighting any training required.
- Contribute to the Venue leadership team, working with the Coordinator Visual Arts and the Creative Services & Events Team Lead in establishing an integrated team across the Venue, promoting a positive, effective team culture, promoting the vision and delivering agreed strategic goals.
- Work collaboratively across the Venue's programs to identify opportunities for synergy in delivery to promote high quality packages for our community.
- Be available to assist in performance and events, including after hours and weekends, as determined by the venue program.

### **Programming and Operations**

- Coordinate the process for all hirers regarding performance and events including initial discussions, contracting, marketing needs and settlement.
- Develop and deliver a diverse performance and events program in a manner that optimizes usage and financial return and continues to provide the widest possible range of artistic and cultural activities to meet the interests of the different sectors of the community.
- Evaluate and monitor the balance between commercial, community and entrepreneurial users of the Horsham Town Hall and Wesley PAC.
- Build and embed relationships with hirers from initial contact to program presentation to support their needs, build capacity and ensure activities are delivered consistently and successfully
- Embed relationships with local community and arts organisations to educate them on the workings of a creative venue and the industry, encourage their use of the facility and to enhance the quality of local productions.
- Identify gaps in operating procedures and policies and develop a plan for closing this gap. This includes an up-to-date Operations Manual.

### **Marketing and promotion**

- Work closely with the Creative Services & Events Lead and Co-ordinator Visual Arts to develop and deliver an integrated marketing strategy for the Horsham Town Hall and all its associated programs.
- Provide direction to Marketing Officers to enable implementation of marketing packages requested by promoters.

### **Finance and Administration**

- Oversee the day-to-day administration of the performance and events programs within the Venue and Wesley PAC and delegate tasks accordingly.
- Manage the Performance and Events team expenditure budgets according to delegation.
- Maintain accurate reporting methods for all activity occurring within the venue including finances, patronage, customer feedback, equipment, etc.
- Ensure the necessary reports and acquittals are provided to funding bodies.

### **Business Operations**

- Identification and implementation of Continuous Improvement opportunities to increase effectiveness and efficiencies to ensure business continuity and business sustainability.
- Assist with the development, implementation and review of service plans, department plans and work plans as part of the Creative Horsham Strategic direction. In collaboration with Creative Services & Events Team lead, develop and report internally on performance KPIs for Performance & Events.

### **Health and Safety**

- Ensure that all Occupational Health and Safety requirements are met in the Performance & Events team operations
- Coordinate the development and implementation of policies and procedures outlining safety and evacuation procedures for the Wesley PAC and Horsham Town Hall.
- Monitor, record, review and report on incidents involving staff and patrons as per Council policies and procedures.

Note: In accordance with award provisions, Council may direct an employee to carry out such duties as are within the limits of the employee's skill, competence and training, provided such duties do not promote a narrowing of the employee's skills base.

## **3. Occupational Health and Safety (OH&S) Responsibilities**

- Ensure training for self to maintain awareness of current requirements and practices
- Provide leadership through the promotion of safety.
- Provide appropriate supervision to employees.
- Provide information and instruction.
- Ensure appropriate training is provided.
- Encourage and support the reporting of incidents and hazards both in the Fleet unit and other departments.
- Ensure the provision of safe equipment.
- Ensure appropriate PPE is always worn.
- Ensure compliance with Safe Work Method Statements and procedures.

#### **4. Accountability and extent of Authority, Judgement and Decision Making**

- Responsible to the Creative Services & Events Lead for:
  - the efficient and effective operation and management of Performance & Events staff
  - the effective financial management of this program area
  - the satisfactory completion of duties within the set time schedule
  - the identification of continuous improvement opportunities to support consistent, effective, sustainable business operation
  - the appropriate standard and in safe and efficient manner in accordance with the Occupational Health and Safety Act, Regulations and requirements plus Council policies which apply
- The position functions as part of a collaborative team, with a fair degree of independence and a very positive and public profile.
- The role is governed by clear objectives and a budget with regular reporting mechanics to ensure adherence to objectives, performance indicators and financial parameters.
- Responsible for ensuring that quality of own work, and that of relevant staff and volunteers, is performed in a consistent, efficient, effective and appropriate manner.
- Responsible for decision-making related to the operation of the Performing Arts venue, supervising staff, volunteers and resources.
- Involved at all levels of policy development and implementation related to the Performing Arts Centre's operations and objectives.
- Able to initiate new methods and solve problems related to daily PAC operations.
- May provide on-the-job training for staff or volunteers.

#### **5. Interpersonal skills**

- Excellent oral and written English skills.
- Well-honed communication skills to be able to engage with a variety of stakeholders including Council officers in a persuasive and collaborative manner and be able to negotiate and resolve conflict.
- Excellent personal presentation and the ability to deal courteously and efficiently with the public, counterparts in other organisations to discuss and resolve specialist problems, and with other employees within the organisation to resolve intra-organisational issues.
- Ability to liaise with all levels of the public and work co-operatively with members of the private and government sectors.
- Outstanding interpersonal skills and the ability to effectively co-operate, build and maintain relationships with community group and users.
- Ability to work independently within a small team environment.
- Sound judgement and decision-making ability.

## 6. Qualifications and Experience (Selection Criteria)

Completion of a related tertiary qualification in Arts Administration or a relevant field, or demonstrated skills and knowledge relevant to the role as gained from professional employment and training. Demonstration of relevant experience in effective venue management or similar fields would be an advantage.

### **KEY SELECTION CRITERIA:**

#### **Essential**

1. Proven experience in coordinating, leading, motivating and developing teams including volunteers
2. Highly developed skills and experience in managing physical and financial resources, including the ability to manage budgets, time, set priorities and plan and organize work, despite conflicting priorities
3. Demonstrated experience in strategic performing arts programming and audience development, including the skills and experience to successfully market programs
4. Well-developed interpersonal skills and the ability to maintain, build and strengthen relationships
5. Demonstrated experience in applying a range of effective communication skills to achieve desired outcomes
6. Ability to work entrepreneurially, address problems and solve complex issues successfully and to a high degree of satisfaction

#### **Desirable**

1. Good understanding of audience development strategies
2. Experience and understanding of the local government environment

## 7. Organisational Relationships

**Reports to:** Creative Services & Events Lead

**Supervises:** Team Leader HTH Front of House  
Team Leader HTH Technical Operations  
HTH Technician  
Casual Staff  
Volunteers  
Performance & Events Support Officer (fixed term/financial year)

**Internal Liaisons:**

- Coordinator Visual Arts
- Marketing Officers
- Customer Services & Administration Officers
- Events Tourism Officer
- HTH Staff
- Arts, Culture & Recreation staff
- HRCC staff, including Facilities team, ICT staff and Finance staff

**External Liaisons:**

- Local and regional artistic and cultural groups & organisations
- Commercial hirers and patrons
- Media organisations, promoters & performing arts companies
- Contractors and suppliers
- Industry organisations, bodies and associations such as the Victorian Association of Performing Arts Centre
- Government departments, including Creative Victoria
- Facility Users
- Community

## 8. About Horsham and Horsham Rural City Council

Horsham Rural City is a vibrant, multi-cultural community situated in the heart of the Wimmera region of Victoria, approximately 300 kilometres north-west of Melbourne. The municipality has a population of approximately 20,000, covering an area of 4,267 square kilometres, with approximately three quarters of residents living within the urban area of Horsham.

Horsham is the major provider of retail, community and government services in the Wimmera, with dryland and broadacre agriculture being our major industry. There are a range of quality educational and health care facilities including secondary colleges, a university and an agricultural college.

Council is committed to working with the community to develop the municipality through strong leadership, vision, good governance, responsive services and quality infrastructure, whilst enhancing our liveability and natural environment.

### Accessible and Inclusive Employer

Horsham Rural City Council supports flexible and accessible working arrangements for all staff. We are progressive, open to new approaches, and aim to be an inclusive and diverse workplace that celebrates the contribution made by all our staff.

## **Occupational Health and Safety/Risk Management**

All employees are required to follow workplace health and safety requirements and obligations in accordance with legislative frameworks, Council policies (including the OHS Responsibility and Accountability Procedure) and other workplace procedures at all times.

Employees will also observe and comply with Council's Risk Management Policy and the application of sound risk management practices within the workplace and the community.

### **9. Further information**

Horsham Rural City Council is an Equal Opportunity and Child Safe Employer and values Flexibility, Accountability, Integrity and Respect. We encourage and celebrate all cultures, heritage and diversity. We recognise the important and ongoing place that all Indigenous people hold in our community.

Council encourages applications from people of all abilities and can make information available in alternative formats if required.

Council and its employees also have obligations under Victoria's Charter of Human Rights and Responsibilities. See the People & Safety Department or [www.humanrightscommission.vic.gov.au](http://www.humanrightscommission.vic.gov.au) for further information.

Manager People & Safety  
Horsham Rural City Council  
PO Box 511  
Horsham Victoria 3402  
Email: [hr@hrcc.vic.gov.au](mailto:hr@hrcc.vic.gov.au)



## 10. Sign Off

I confirm I have read the Position Description, understand its content and agree to work in accordance with the requirements of the position.

Document prepared by: People & Safety Department

**Approved by:** .....  
(Director Communities & Place)

**Date:** .....

**Employee name:** .....

**Signature:** .....

**Date:** .....