

Job Description

West Perth Football Club

Position Title: Events & Function Coordinator

Reports to: General Manager – Commercial Operations

Reporting to this position: Administration Support
Casual Facility Staff
Suppliers & Contractors

1. Job Summary

- 1.1 The West Perth Football Club (WPFC) aims to build a reputation as the most professional and innovative club in the WAFL. In January 2018 the Club opened new facilities vital to both the cultural and commercial development of the organisation. The Events & Function Coordinator (EFC) primary role is to liaise with clients and stakeholders to ensure all aspects of events at the facility are planned and delivered to the highest possible standard; that events and functions are run in accordance with venue hirer requests, requirements and WPFC policies and procedures.
- 1.2 The General Manager – Commercial Operations (GMCO) delegates' responsibility for coordination and day-to-day event and venue operations to the EFC, who has the authority to carry out these responsibilities in accordance with the direction, policies and governance models established by the Board of the WPFC.
- 1.3 Assist the GMCO with business development and planning.
- 1.4 The EFC works as part of an office, events and facility team as they carry out operational functions.
- 1.5 Promote the growth and diversification of the function and events business whilst ensuring the exceptional levels of guest satisfaction are achieved.
- 1.6 Oversee the development and submission of proposals for conference, catering, corporate leisure and incentive group events.
- 1.7 Coordinate requirements prior to and while in-house, including accommodation, food & beverage and other required services as specified by the client.
- 1.8 Assist in generating incremental meetings & events business to achieve desired accommodation and function space occupancies and revenue goals through development of all sources of business.
- 1.9 Ensuring all events are planned and executed to the level of detail required to delight our clients and promote the WPFC.

2. Accountabilities

2.1 Event Planning and Administration

Compile event documentation including:

- Event information;
- Customer Service Briefings;
- Precinct Activities;
- Parking Lists;
- Box and Function Lists;
- Accreditation Passes;
- Master Run Sheet;
- Coordinate the production and printing of key venue and event related items including parking and accreditation passes;
- Coordinate venue parking operations on both event and non-event days;
- Liaison with venue hirers for activities ensuring that they meet venue standards and seek Council approvals as required;
- Coordinate Conditions of Entry and venue queuing systems;
- Assist in staffing where required; and
- Other duties as directed by the GMCO.

2.2 Manage Bookings

- Liaise with the Football department to coordinate event space bookings at the venue;
- Liaise with stakeholders and clients including venue hirer's for scheduling and requirements; and
- Manage the Falcons Function Centre Events Calendar and distribute internally when required.

2.3 Event Day Operations

- Oversee ticketing and access operations;
- Coordinate Front of House operations including management of casual staff to ensure that FOH operates efficiently;
- Oversee event activation set up and liaise with clients to ensure client needs are met;
- Venue presentation;
- Customer Service;
- Work with catering contract staff to ensure the efficient and high quality delivery of function related activities; and
- Attend to and resolve event related issues that occur on an event day.

2.4 Stakeholder Liaison

- Liaise with all relevant stakeholders to ensure the effective operation of events at the venue; and
- Develop and maintain fortnightly Operations Meetings.

2.5 Management, Administration, Governance and Finance

- a) Coordinate the day-to-day venue operations;
- b) Oversee event operation and ensure all events are executed in accordance with WPFC operational guidelines;
- c) Work with the GMCO to develop, execute and review internal Club social events annually;

- d) Work with the GMCO Operations to develop, execute and review WPFC match day events annually;
- e) Assist in the development of Operations budgets;
- f) Provide leadership to event and venue staff;
- g) Provide feedback to the GMCO regarding staff performance; and
- h) Assist the GMCO Operations in the scheduling of facility maintenance and projects.

3. Annual review process

The performance of the EFC will be measured annually around the following:

3.1 Achievement of Key performance indicators

Performance indicators for 12 month cycle as agreed to by key parties.

- a) Achieve operating results sought from the commercial budget;
- b) Review and implement client and customer satisfaction surveys;
- c) Implement and review post event and function client feedback questionnaires;
- d) Develop strategies to action improvements from survey results enhancing customer service at the venue;
- e) Achieve targets set for profitability of events and functions.

3.2 Stakeholder Feedback

The GMCO shall seek feedback from a representative from each of the following stakeholder Groups:

- a) WPFC Board
- b) WPFC Staff
- c) WPFC Clients
- d) WPFC Membership
- e) WPFC Caterers

The feedback sought will relate to the ability of the EFC to demonstrate critical competencies broadly categorised as:

- A customer centric approach;
- Exceptional leadership qualities and organisation of day to day operations;
- A professional manner and exceeding client expectations;
- A sound network of contacts;
- Immaculate personal presentation and grooming; and
- Excellent written and oral communication skills.