

Queensland Symphony Orchestra

POSITION DESCRIPTION

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| POSITION TITLE | Casual Outbound Sales Consultant |
| NAME OF POSITION HOLDER | TBC |
| DEPARTMENT | Sales & Development |
| DISCIPLINE | Sales |
| LOCATION/HOURS OF WORK | West End. This position will be regularly required to work outside of normal business hours. It is anticipated a regular weekly hour load from January to September. From, or about, mid September work hours will adjust in accordance with the hours of the outbound sales campaign. It is anticipated that this will be Tuesday to Friday 4.00pm to 8.00pm as well as Saturdays 10.00am to 2.00pm. The role is a casual position |
| SALARY RANGE | \$20 - \$24.99 per hour. |

RELATIONSHIPS

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|-----------------------------|----------------------------------|
| DIRECT MANAGER, ROLE | Director - Sales and Development |
| DIRECT REPORTS | NA |

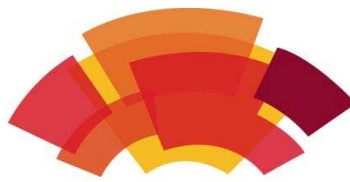
| KEY INTERNAL RELATIONSHIPS | KEY EXTERNAL RELATIONSHIPS |
|---|---|
| <ul style="list-style-type: none"> • Head of Department • Outbound sales consultants • Marketing Department (in particular Marketing Executive) • Education Department (in particular the Education Officer) • Artistic Department • HODs (Heads of Department) | <ul style="list-style-type: none"> • Consultant Telemarketing Services, QPAC Customer Service Staff, Subscribers and Queensland Symphony Orchestra patrons/customers • Professional Societies and Organisations and other high-interest target audience groups as identified • Consultant-Telemarketing Services (SSO) • QPAC Customer Services Staff • QSO Subscribers • Other QSO customers (eg single ticket purchasers) |

PRIMARY PURPOSE

To implement sales strategies to support marketing and communication strategies. This includes:

- networking and direct marketing to high-interest target groups (such as professional societies and educational groups) (40%); and
- undertaking sales duties such as 'Gap-to-Budget' focus so as to achieve volume and revenue targets within agreed timeframes (30%) .

To assist with developing, implementing and reviewing sales process and strategies under the general direction of the Director – Sales & Development.



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POSITION IMPACT

- To manage an effective, efficient and strategically aligned sales function
- To actively build loyal patronage to QSO performances, via subscription purchases and/or building commercial active relationships among high-interest target groups, resulting in positive financial outcomes for QSO
- Support and contribute to QSO culture by promoting our workplace values – honesty, supportiveness, excellence, joy, creativity, pride and accountability in our performance and contribution to the organisation

KEY RESPONSIBILITIES, GOALS & OBJECTIVES

Outbound Telephone Sales:

- Use contact lists to solicit sales of subscription packages
- Use sales scripts to persuade potential customers to purchase packages and other QSO product
- Ensure departmental Key Performance Indicators (KPI's) are achieved
- Work independently and as part of a team as required
- Establish and maintain effective communication with key external and internal stakeholders
- Carry out other reasonable duties as may be required from time to time as directed by the team leader and the Director – Sales and Development

High Interest Target Groups

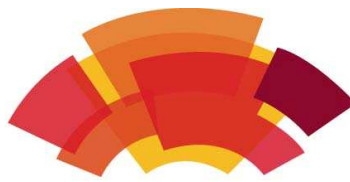
- Identify groups of interest to QSO capable of delivering commercially meaningful outcomes across corporate, government and educational sectors;
- Establish and maintain effective communication with external stakeholders including a systematic call-cycles and follow-up procedures with key personnel
- Source new leads and research potential organisations/entities and contacts to target business
- Actively participate in relevant external events (including but not limited to educational open days, trade conventions, tertiary orientation weeks etc) promoting QSO product and packages
- Carry out other reasonable duties as may be required from time to time as directed by the team leader and the Director – Sales and Development

General responsibilities:

- Prepare accurate and timely weekly, end of month and other reports as required
- Self development including developing, implementing and completing all performance objectives actions
- Commit to and conduct all activities in accordance with QSO's values, mission statement and code of conduct
- Embrace, promote and apply all QSO processes
- Be an effective member of QSO's team
- Identify and execute your tasks which result from QSO business planning
- Engage resources in accordance with QSO procedures and authority levels
- Adhere to QSO procedures for expenditure, cash management and revenue
- Be a champion for Zero Harm and apply safe work practices and procedures
- Perform work in compliance of QSO HR policies and practices and ensure HR issues are resolved in an appropriate and timely manner
- Perform other tasks that your manager may instruct you to undertake from time to time.

LEVELS OF AUTHORITY

It is the incumbent's responsibility to view and abide by any QSO policies & procedures that relate to their role.

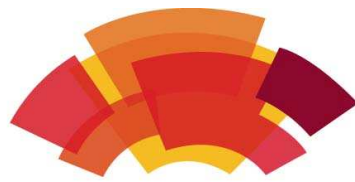


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| CAPABILITY PROFILE | | Desirable/ Required/ Mandatory |
|---|--|---|
| Formal Education / Qualifications/ Licenses | <ul style="list-style-type: none"> • A tertiary qualification in Music, Communications, Business, Marketing or related discipline • Current "C" Class Driver's Licence | Desirable Required |
| Experience | <ul style="list-style-type: none"> • Outbound or Inbound telephone skills • Sales skills • Attention to detail • High level communication skills (both verbal and listening) • Ability to achieve target outcomes • High level customer service skills • Ability to build effective internal and external relationships • Some knowledge of classical music; or • An ability to acquire some classical music knowledge quickly • Excellent interpersonal skills • Work as part of a high performance team • Intermediate computer skills • Honesty • Integrity | Required Required Required Required Required Required Required Desirable Required Required Required Required Required Required |
| Skills/Knowledge/ Abilities | <ol style="list-style-type: none"> 1. Advanced communication and negotiation skills including demonstrated: <ul style="list-style-type: none"> ▪ ability to represent QSO in a professional and ethical manner ▪ internal and external relationship building ▪ networking 2. Highly developed administrative skills with demonstrated ability to: <ul style="list-style-type: none"> ▪ manage multiple tasks and emergent situations within conflicting deadlines ▪ solve problems proactively with a high level of attention to detail and within given timeframes 3. Ability to work independently as well as to actively participate in and effectively contribute to a team environment 4. Advanced computer literacy across a range of software packages including Word and Excel 5. Knowledge of: <ul style="list-style-type: none"> ▪ The Australian & Queensland Performing Arts Market ▪ The not-for-profit sector 6. Ability to embrace change | Required Required Required Required Required Required Highly Desirable Required |

QSO Expectations

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| All QSO staff are expected to | <ul style="list-style-type: none"> • Contribute efficient and effective functioning of their team/s in order to meet QSO objectives. This includes, but is not limited to demonstrating appropriate and professional workplace behaviours in accordance with the QSO Code of Conduct and QSO Policy. • Participate in Performance Development, which includes reviews of performance against the responsibilities and performance objectives associated with the role, the demonstration of appropriate behaviours and compliance with legislation and QSO policies and procedures |
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Queensland Symphony Orchestra

| AUTHORISATION | | | |
|-------------------------|--|------|--|
| Employee | | | |
| Signature | | DATE | |
| Direct Manager | | | |
| Signature | | DATE | |
| CEO | | | |
| Signature | | DATE | |
| Human Resources Manager | | | |
| Signature | | DATE | |