

Queensland Symphony Orchestra

POSITION DESCRIPTION

POSITION TITLE	Outbound Sales Team Leader (12 Month Fixed Term)
NAME OF POSITION HOLDER	TBA
DEPARTMENT	Marketing & Development
DISCIPLINE	Marketing
LOCATION/HOURS OF WORK	West End. This is a full time position and will regularly require 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 Monday to Friday 12.00pm to 8.00pm. May require work on Saturdays 10.00am to 2.00pm. The role is a contract position for 12 months
SALARY	TBA

RELATIONSHIPS

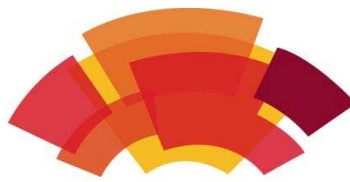
DIRECT MANAGER, ROLE	Director - Marketing and Development	
DIRECT REPORTS	Outbound Sales Consultants.	
KEY INTERNAL RELATIONSHIPS	KEY EXTERNAL RELATIONSHIPS	
<ul style="list-style-type: none"> • Head of Department • Outbound sales consultants • Marketing Department (in particular Marketing Executive) • 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:

- managing the day to day operations of a team of 6-9 part time outbound sales consultants during the outbound phase of the Subscriptions Campaign (30%);
- 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 – Marketing & 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:

- Distribute and manage pre prepared contact lists for use by outbound sales consultants to solicit sales of subscription packages
- Distribute and manage prepared sales scripts that assist the outbound sales consultants to persuade potential customers to purchase packages and other QSO product
- Modify sales scripts as required to better target customer needs and interests
- 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 Director – Marketing and Development

High Interest Target Groups

- Identify groups of interest to QSO capable of delivering commercially meaningful outcomes across corporate, government and educational sectors;
- Prepare and execute sales plans, aligned with the strategic direction of the marketing department, to maximise sales opportunities (including 'Gap-to-Budget' plans for all key QSO performances);
- 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 Director – Marketing 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.



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