

## Position Description



# Business & Community Engagement Manager Geelong Harness Racing Club

## Organisational Context

Geelong Harness Racing Club (the Club) is one the leading harness racing clubs registered by Harness Racing Victoria (HRV) to promote and conduct harness race meetings and associated activities in Victoria. The Club conducts an average of 26 meetings per year. The Club is located at Beckley Park Geelong.

HRV is a statutory authority established under the Racing Act 1958 and is vested with the responsibility of controlling, regulating and promoting harness racing in Victoria.

## Position Context

The predominate focus of this position, approximately 80%, is on business development and promotion activities for the Club, with the remaining 20% of the time devoted to the co-ordination of overall Club and Venue Administration.

The racing operations and financial reporting functions have been outsourced to HRV. That is, HRV has taken on responsibility for accounting activities for the Club which involves preparation of all financial reporting, budget preparation, invoicing, accounts payable and receivable and payroll activities. With respect to racing operations, HRV will co-ordinate the running of all Geelong race meetings and trials. The Business & Community Engagement Manager (The Manager) will be required to be the co-ordinating reference point for the Club with respect to all these and other operational matters.

This is a standalone position.

## Position Purpose

Reporting to the Committee the broad objectives of this role are:

- *Business Development* – Develop and implement business and marketing strategies and initiatives to grow revenue streams from racing (sponsorship, memberships, on-course attendances) and non-race day activities.
- *Promotions & Community Engagement* – enhance the awareness, profile, reputation and standing of the Club in the Geelong and surrounding community.
- *Administration & Governance Compliance* - Work with Harness Racing Victoria (HRV) and the Committee to ensure governance processes are adhered to.

The Manager has overall responsibility to ensure the Club provides effective and efficient service to members, trainers and other visitors.

## **Key Accountabilities**

### ***Promotion & Marketing***

- Design and implement marketing and promotional strategies to improve participation and attendance at Race Meetings.
- Create and maximise public relations opportunities with the local media. Organise preparation and distribution of regular press releases to support such feature race meetings.
- Ensure the maximisation of revenue returns from on-course entertainment packages and food and beverage operations.
- Seek opportunities for investment in profitable non-racing activities.

### ***Sponsorships***

- Develop and cultivate new sponsors for the Club and maintain close and strong links with existing sponsors.
- Prepare the Club's Sponsorship plan. Deliver the targets and objectives outlined in this plan.

### ***Membership***

- Develop initiatives that grow membership. Ensure services, communication and membership privileges reflect and encourage such growth.

### ***Community Engagement***

- Further the profile of the Club within the local community to increase the profile and enhance the performance of the Club.
- Build and maintain positive partnerships with key stakeholders and community organisations and work collaboratively
- Actively access government grant opportunities

### ***Administration & Compliance***

- In consultation with HRV and the Committee (where necessary) manage the remaining day to day operations of the Club which includes making business decisions which may incur liabilities. Eg approve payments to be made on behalf of the Club, manage finances in accordance with budget.
- In consultation with the Committee develop the annual finance budget and business plan for HRV approval. Work with the Committee to ensure compliance to and regular review of the budget.
- Reference point for all aspects of the Club's racing program. As a guide, this may include:
  - Co-ordinating trial dates in conjunction with HRV
  - In conjunction with HRV, preparing the Club's Feature Race Meeting Program.
- Venue & Grounds Maintenance - Ensure the Club is well presented at all times, organise contractors as necessary in consultation with the Committee.
- Attend and participate in Industry events and forums as required.
- Facilitate and attend monthly Committee meetings and all Sub Committee meetings and Beckley Park Committee of Management meetings as required.

- Organise the Club's AGM and prepare the Club's Annual Report. Administer the Club in accordance with the Club Constitution.
- Ensure that the Club's compliance with state and federal legislative requirements (eg OH & S, Fair Work Act 2009. Liquor Licensing and other relevant legislative requirements).
- Ensure that Trainers & Industry participants using the Club's racecourse for Training and Racing purposes abide by Club policies and Industry standards.

### ***Racecourse & Infrastructure Development***

- In conjunction with the Committee, implement the Club's capital and major Maintenance Program. Manage all submissions for grants including submissions to the HRV Development Fund and Victorian Racing Industry Fund.
- Manage and complete the projects identified in the Capital & Maintenance Program.

### ***Human Resources***

- Manage staffing resources and contractors.
- Develop close and strong co-operative links with all Stakeholders. These include: HRV, other Country Harness Club's, Owners, Trainers, Drivers, Sponsors, and Members etc.

## **Employment Type**

This is a new position working approx. 25hrs per week

## **Working Relationships**

This position reports to the Committee. Other key working relationships include:

- Harness Racing Victoria
- Association of Victorian Country Harness Racing Clubs
- Owners, Trainers & Drivers
- Sponsors
- Wider local community
- Government sector

## **Extent of Authority**

The Manager will have the authority to make decisions necessary for the effective and efficient operation of the Club.

## **Competencies Required**

- Demonstrated experience in a senior administrative/office management or other supervisory role in a customer focused operation. Experience working with Committees would be highly regarded.
- Demonstrated experience in business development including preparation and procurement of sponsorships
- Relevant knowledge and experience in the field of racing and sports administration would be highly desirable.

- Previous event management/promotional experience
- Demonstrated business acumen
- Demonstrated ability to manage and develop networks and communicate effectively with a wide variety of people and stakeholders
- Willingness to engage with the local community

#### *Essential Personal Qualities*

- Strong Customer Focus – has customer & their needs as a primary focus for actions & decisions. Works to develop and sustain productive and mutually beneficial long-term customer relationships
- Excellent organisational and problem solving skills
- Teamwork/ Building Business Relationships - develop & utilise collaborative relationships to accomplish work goals
- Commitment to Performance - indicate through actions & decisions, a sense of importance to get the job done. Focus on the most important things, overcome obstacles & seek long-term solutions
- Influencing skills - use appropriate interpersonal styles & communication methods to seek information, establish strategies, build rapport, demonstrate capability & gain commitment

### **Other Requirements**

Given the nature of this role, the incumbent will be expected to work outside of normal working hours. There will also be occasional travel to HRV and industry related meetings.

Hold a valid Driver's License and reliable vehicle.

*It is not intended that this position description limit the scope of this position in any way but to give an overview of this role at the Club. You may at times be required to work at other tasks and areas as directed by the Committee.*