

NSW GBOTA Business Development Officer

Overview and Purpose

The NSW GBOTA Business Officer is primarily responsible for driving business opportunity, marketing, member and customer development for the Association.

The NSW GBOTA Business Development Officer's Key Performance areas are as follows:

1. Co-ordination of marketing and promotion for NSW GBOTA venues, including driving attendance numbers and engagement with product offerings.
2. Development and management of NSW GBOTA membership, including incentives, communications and merchandise.
3. Development and implementation of communication strategy and associated policies.
4. Oversight and management of NSW GBOTA corporate and individual venue websites and social media platforms, including content management.
5. Development and maintenance of a loyalty programme for members and customers at NSW GBOTA venues.
6. Oversight and stimulation of sponsorship revenue at NSW GBOTA venues.
7. Oversight and stimulation commercial activity outside of race meetings at NSW GBOTA venues.
8. Assistance in the preparation of submissions, grants and/or policies, where required by NSW GBOTA Executive Officer or Operations Manager.
9. Attendance as required to assist with the staging of race meetings, in particular, feature race meetings.

A primary requirement of this position is to work closely with management influences at Wentworth Park and within the racing and membership network of the NSW GBOTA. These include:

- NSW GBOTA Executive Officer and Operations Departments.
- Line managers at NSW GBOTA racing venues.
- Wentworth Park Catering Management.
- Wentworth Park Sporting Complex Trust Management.
- GRNSW Media and Public Relations Personnel.

Reporting Line

Reports to the Operations Manager. No direct reports.

Keys Performance Areas

1. Co-ordination of marketing and promotion for NSW GBOTA venues, including driving attendance numbers and engagement with product offerings.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> • Work with the Operations Manager in reviewing the Business and Marketing plans, so as to assist with the annual business/marketing planning for NSW GBOTA racing venues. 	<ul style="list-style-type: none"> • Undertake review and adjust where required business plans for all NSW GBOTA within four weeks of employment and annually thereafter.
<ul style="list-style-type: none"> • Ensure that Business and Marketing Plans establish target markets and growth opportunities, based on time slots, racing meeting class and local demographics. 	<ul style="list-style-type: none"> • Demonstrate growth in key sectors such as attendance, wagering, bar and catering achieved through targeted marketing initiatives.
<ul style="list-style-type: none"> • Ensure that Operations and Catering management are focussed on sales growth and provision of food and bar catering in line with customer needs. 	<ul style="list-style-type: none"> • Demonstrate ability to analyse trends and deliver growth in catering revenue via food and bar sales.
<ul style="list-style-type: none"> • Develop benchmarking with Operations Manager for implementation at all NSW GBOTA tracks. 	<ul style="list-style-type: none"> • Set clear and realistic numerical KPI's with Operations Manager for implementation with race venue management.
<ul style="list-style-type: none"> • Ensure that all race venue Business Plans have regard for key local stakeholders connected to or influential over the business of the venue. 	<ul style="list-style-type: none"> • Detail stakeholder engagement opportunities in Business Plans which demonstrate that the NSW GBOTA racing venues understand the relationship mix impacting on their business activities and further that it is a responsible and socially conscious organisation.
<ul style="list-style-type: none"> • Ensure that the Business Plan details promotional activity for feature race meetings and further, that the plan regard for relationship and promotion of Greyhounds As Pets and Greenhounds programs and other animal welfare initiatives. 	<ul style="list-style-type: none"> • Demonstrate that effective promotional activities have been planned for that are in line with the status of the race meeting and are cost efficient. Detail GAP/Greenhounds engagement opportunities and other animal welfare initiatives in the Business Plan which reinforce the NSW GBOTA's commitment to total lifecycle management of greyhounds.

2. Development and management of NSW GBOTA membership, including incentives, communications and merchandise.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> Review current NSW GBOTA membership benefits. 	<ul style="list-style-type: none"> Deliver status report, comparing to other Membership organisations, within 6 weeks of commencement on current memberships benefits and identified changes that can be made to increase membership numbers.
<ul style="list-style-type: none"> Implement and promote NSW GBOTA membership benefits. 	<ul style="list-style-type: none"> Implement approved membership benefits and drive membership numbers for the NSW GBOTA to agreed timelines following review of status report.
<ul style="list-style-type: none"> Review, alter and monitor membership communications. 	<ul style="list-style-type: none"> Improve communication channels to ensure timely and open communication with membership.
<ul style="list-style-type: none"> Review, alter and implement merchandise needs 	<ul style="list-style-type: none"> Undertake a review of merchandise provided and how services can be improved within first 8 weeks. Implement proposed changes within 6 months – including liaising with Operations Manager on changes required to point of sale system.

3. Development and implementation of communication strategy and associated policies.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> Draft and consult with Executive Officer and Operations Manager regarding Association communication strategy. 	<ul style="list-style-type: none"> Implement approved strategy and oversee adherence to policy.
<ul style="list-style-type: none"> Develop and implement associated communication policies as required. 	<ul style="list-style-type: none"> Implement approved policies and oversee adherence to policy.

4. Oversight and management of NSW GBOTA main and individual venue websites and social media platforms, including content management.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> Review current NSW GBOTA website, alter where required and manage thereafter. 	<ul style="list-style-type: none"> Assist in website reconstructions as required from time to time. Maintain NSW GBOTA website on a timely schedule to ensure information is relevant, accurate and consistently refreshed.
<ul style="list-style-type: none"> Review current venue websites; 	<ul style="list-style-type: none"> Oversee the maintenance of venue

provide a status report and strategies to manage.	websites on a timely schedule to ensure current information is relevant, accurate and consistently refreshed.
<ul style="list-style-type: none"> Review current NSW GBOTA & venue social media accounts and establish each platforms' role in the communication strategy. 	<ul style="list-style-type: none"> Ensure NSW GBOTA is utilising Social Media platforms to benefit the Association's business and advocacy objectives.
<ul style="list-style-type: none"> Develop and implement content strategy to ensure NSW GBOTA and venue websites are constantly updated. 	<ul style="list-style-type: none"> Collaborate with Line Managers and Operations Manager to ensure NSW GBOTA website, venue websites and Social Media platforms have new and regular postings which generate desired traffic. Undertake content as required to aid the delivery of regular content
<ul style="list-style-type: none"> Develop content ideas, relevant to the NSW GBOTA as a track operator and membership organisation, and liaise with relevant personnel to have material published. 	<ul style="list-style-type: none"> Production of monthly key articles for benefit of customers and members.
<ul style="list-style-type: none"> Develop and implement educational information for the benefit of employees, members and wider community. 	<ul style="list-style-type: none"> Production of quarterly articles/multimedia which has critical educational benefit for staff, members and community
<ul style="list-style-type: none"> Review current sales websites and service listings relevant to the Greyhound industry. 	<ul style="list-style-type: none"> Provide a report on current entities in the sales and service listing market
<ul style="list-style-type: none"> Prepare an initial report on market opportunities and develop proposal as to business opportunity within this sector for the NSW GBOTA. 	<ul style="list-style-type: none"> Deliver report within 8 weeks of employment. Outlining possible commercial opportunities for the NSW GBOTA websites.
<ul style="list-style-type: none"> Implement sales and service listing and or other commercial opportunities to the website. 	<ul style="list-style-type: none"> Where approved by Management/ NSW GBOTA Board of Directors, implement profitable commercial activities on the websites within agreed time period.

5. Development and maintenance of a loyalty programme for members and customers at NSW GBOTA venues.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> Review loyalty opportunities and Association membership benefits across NSW GBOTA venues. 	<ul style="list-style-type: none"> Present report outlining what loyalty opportunities could be undertaken at all NSW GBOTA venues.
<ul style="list-style-type: none"> Implement venue and member loyalty programme. 	<ul style="list-style-type: none"> Implement approved loyalty program to agreed time lines.
<ul style="list-style-type: none"> Manage and grow Loyalty Program. 	<ul style="list-style-type: none"> Demonstrate ability to analyse and

	improve loyalty program, including member information, newsletters, promotions and offerings.
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6. Oversight and stimulation of sponsorship revenue at NSW GBOTA racing venues.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> Develop and pitch new sponsorship proposal to prospective clients. 	<ul style="list-style-type: none"> Demonstrate consistent efforts to obtain sponsorship revenue for the Association.
<ul style="list-style-type: none"> Assist with development of opportunities and proposals for NSW GBOTA venues in consultation with Line Managers. 	<ul style="list-style-type: none"> Demonstrate opportunities have been identified for all NSW GBOTA tracks, and assistance provided in proposal drafting for Line Management.
<ul style="list-style-type: none"> Assist with current sponsorship client management as requested by Operations Manager / Executive Officer. 	<ul style="list-style-type: none"> Demonstrate ability to effectively manage current sponsor relations as directed.

7. Oversight and stimulation commercial activity outside of race meetings at NSW GBOTA venues.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> Identify opportunities for non-race day commercial activity at all NSW GBOTA venues. 	<ul style="list-style-type: none"> Prepare proposal on initiatives to non-race day commercial activity venue use
<ul style="list-style-type: none"> Drive strategy to maximise non race meeting commercial activity at all NSW GBOTA venues. 	<ul style="list-style-type: none"> Assist in the attraction and use of NSW GBOTA venues 10% above 2016/17 figures
<ul style="list-style-type: none"> Support Line Managers in the development of community events, including those with an animal welfare and greyhound adoption focus. 	<ul style="list-style-type: none"> Assist delivery of one event in first year at each GBOTA track; which facilitates adopted greyhound community, including engagement with GRNSW.

8. Assistance in the preparation of submissions, grants and/or policies, where required by NSW GBOTA Executive Officer or Operations Manager.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> Identification of grant opportunities for funding of significant projects. 	<ul style="list-style-type: none"> Provide a status report within 8 weeks of grant opportunities and project available.
<ul style="list-style-type: none"> Commence grant submission. 	<ul style="list-style-type: none"> Work with respective other employees and contractors to lodge 1 grant application per 6 months of employment.
<ul style="list-style-type: none"> Assist with policy development where requested. 	<ul style="list-style-type: none"> Provide timely assistance to Executive Officer and/or Operations

	Manager where requested with policy development and review.
<ul style="list-style-type: none"> Assist with submission development where requested. 	<ul style="list-style-type: none"> Provide timely assistance to Executive Officer and/or Operations Manager where requested with submission development and review.
<ul style="list-style-type: none"> Assist Line Managers with submission for event and/or infrastructure funding to host socialisation events for greyhounds and other dog breeds. 	<ul style="list-style-type: none"> Undertake funding submission for each track within first year with Line Managers.

9. Attendance as required to assist with the staging of race meetings, in particular, feature race meetings.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> Ability to work in with Operations Manager to provide race night support where leave is taken by Wentworth Park Line Manager. 	<ul style="list-style-type: none"> Management of race night meeting, in line with training provided.
<ul style="list-style-type: none"> Function attendee invitations and coordination for significant Wentworth Park events. 	<ul style="list-style-type: none"> Coordination of functions including issuing of parking requirements, attendance information, dietary needs and delegation with Wentworth Park Line Manager

Qualifications, Skills, Experience and Knowledge

Qualifications

- Essential
 - Current Driver's License
- Desirable
 - Tertiary qualifications in Marketing, Business, Sports Management or alike.

Keys Attributes required or to be learnt

- Extensive Understanding and Experience in:
 - Sales, promotion and marketing of events and facilities.
 - Media and public relations strategies.
 - Facility and event presentation.
 - Customer service.
 - High levels of computer literacy including use of Microsoft Office Suite and Website Management systems.
 - Budget and project management.
 - Problem solving, including out of the box thinking to improve and deliver upon outlined outcomes
 - Commitment to understanding the operations of Wentworth Park.
 - Commitment to continuous learning and improvement.