

## POSITION DESCRIPTION

Title: Sales and Events Coordinator

Status: Full time, permanent

Award: MA000080 Amusement Award

Classification: HEW5

Reports to: Event Manager

Direct reports: Nil

Issue date: August 2025

### Job Description

The Sales and Events Coordinator plays a key role in promoting and coordinating commercial venue hire at the National Art School (NAS), located on a unique and historic heritage-listed campus in Darlinghurst. The role is responsible for managing client enquiries, preparing event plans and quotes, and ensuring client needs are clearly scoped and communicated — without exceeding agreed service levels or budgets.

External events include commercial activations, corporate functions, product launches, weddings, live performances, filmshoots, photoshoots and more. The Sales and Events Coordinator ensures these opportunities are efficiently converted from enquiry to booking, then handed over smoothly for delivery by the production delivery staff, with any special risks or requirements escalated to the Event Manager as needed. Some hands-on delivery of internal and external events will need to be undertaken as part of this role.

Internal School events will need to be supported as directed by the Event Manager.

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### KEY RESPONSIBILITIES

- Manage the client sales journey from enquiry to contract, including pricing, scheduling, and booking administration.
- Conduct site tours, clearly explain venue offerings, assess technical and accessibility needs with prospective clients.
- Draft event programs and service outlines, ensuring accuracy in quoting and clarity on service scope.

- Submit finalised event plans and costings to the Event Manager for approval.
- Liaise with clients to confirm requirements including furniture, catering, equipment, and technical needs.
- Identify and escalate any event risks, complexities or unusual requests to the Event Manager.
- Maintain strong client relationships while clearly communicating the difference between standard inclusions and premium paid services.
- Coordinate bookings and scheduling using NAS's CRM / venue hire system (e.g. Salesforce).
- Coordinate the preparation of contracts and event documentation.
- Brief the Production Assistants and casual staff in delivering events, providing a thorough handover and run sheets.
- Where required and as directed by the Event Manager, assist in the delivery of internal and external events.
- Monitor and report on sales performance and enquiry conversion to support business development strategy.
- Understand and respect the constraints of working on a heritage site and advise clients accordingly.
- Provide basic audiovisual guidance and event setup planning.
- Act as Licensee on Duty when required, ensuring compliance with RSA and licensing laws.
- Ensure WHS, EEO and ethical workplace practices are followed in all areas of responsibility.
- Perform other duties as directed by the Event Manager.

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### QUALIFICATIONS & EXPERIENCE

- Relevant qualification in Events, Business, Hospitality, or a related field; or equivalent work experience.
- Proven experience in venue or event coordination with a focus on sales, quoting and client liaison.
- Understanding of the events industry and the procurement of and delivery of commercial events in heritage or regulated environments.
- Strong communication skills with the ability to manage client expectations professionally and tactfully.
- Demonstrated ability to work independently and escalate issues appropriately.
- Knowledge of venue management systems and CRM tools (e.g. Salesforce).
- Strong time management, attention to detail and administrative skills.
- Experience preparing event documentation including floorplans, run sheets and quotes.
- Sound knowledge of food & beverage coordination, AV basics, and furniture hire logistics.
- RSA certification and current NSW Driver's Licence.
- Availability to work flexible hours including evenings and weekends.
- Understanding of workers' rights, EEO, WHS and ethical practices in event delivery.

## KEY RELATIONSHIPS

Internal	
Direct Manager	Provide high-level and timely support to the Event Manager, Director and CEO with all events, sales, receipting, reporting and advising.
Students	Liase with students as necessary for events. Maintain professional and effective working relationships.
Colleagues	Develop and maintain effective working relationships.
External	
Stakeholders	Liase with stakeholders as necessary, providing advice, support, and recommendation as required.
Contractors	Maintain respectful relationships and ensure policies and procedures are followed

## ACKNOWLEDGMENT

I have read and understood this position description and I accept the key accountabilities outlined in this position description. I understand that this position description is used primarily for the purposes

of position salary band evaluation, candidate information and as a reference point for performance agreements and reviews. This position description does not attempt to define specific tasks of the position.



NATIONAL  
ART  
SCHOOL

Print Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_