

Position Description

Title	Event Sales Manager	Date Prepared	20/10/2026
Reports to	General Manager	Approved by	HR

Main Purpose of Role

The Event Sales Manager is responsible for driving event revenue and venue utilisation across the Australian War Memorial's premium hospitality and event spaces. The role secures corporate, government, association, tourism, commemorative and private event business while delivering exceptional client experiences.

Key Responsibilities

All tasks

- Generate new business opportunities and convert enquiries into bookings.
- Conduct venue inspections and client presentations.
- Prepare proposals, quotations, contracts and event packages.
- Build strong relationships with corporate, government and tourism clients.
- Coordinate event requirements with culinary, operations, venue and security teams.
- Ensure compliance with venue guidelines and operational requirements.
- Maintain CRM, iVvy records, forecasts and reporting.

Measurement of Success

Key Result Areas (KRA's)	Key Performance Indicators (KPI's)
Financial Acumen Customer Satisfaction Compliance Administration and Internal Procedures	• Achievement of revenue targets • Conversion rates • Venue utilisation growth • Client satisfaction • Repeat business • Documentation accuracy

Acceptance

I, _____, have read and understood the responsibilities contained within this document.

I understand that this position description is a broad reflection of my responsibilities and goals and not a prescriptive list of every task I will perform throughout the course of my employment. I agree to this position description being revised on a regular basis to ensure relevance, currency and appropriateness.

SIGNATURE: _____

DATE: _____