



CITY OF
TEA TREE GULLY
Naturally Better

Position description

Senior Events Officer

Position	Reporting relationships	Other key relationships
Senior Events Officer	Reports to Team Leader Communications, Marketing and Events	Elected Members Events Officer Departmental Managers and other relevant staff Community members Sponsors External project stakeholders Suppliers and vendors Peers from other councils

Position overview

The Senior Events Officer, under the guidance of the Team Leader - Communications, Marketing and Events, is responsible for the development, implementation and evaluation of Council's Events and Activation program. This role ensures all events are aligned with Council's strategic and business objectives and that the entire program is delivered in an efficient and effective manner, on time and within budget. This position will be supported by a small team to ensure all tasks are completed, frequent reporting in achieved and set partnership, attraction and sponsorship targets are met. The position includes management of events specific staff and volunteers.

Key outcomes

Responsibilities:

- Deliver the Events and Activation program, including all major, activation, partnership events, ensuring they are aligned with Council's strategic and business objectives.
- Deliver the operational requirements of the Event Attraction and Sponsorship programs, actively driving participation and ensuring all outcomes are aligned with Council's strategic and business objectives.
- Manage the Event Attraction, Partnership and Sponsorship programs agreements and ensure all contractual obligations are met.
- Establish, manage and negotiate with suppliers, partners and sponsors pre, during and post events.
- Oversee the delivery of all aspects of Council's Citizenship Ceremonies, ensuring they are delivered in a well-coordinated and professional manner.
- Ensure Citizenship Ceremony processes are streamlined and recommendations for continuous improvement are made.
- Develop and deliver marketing and communications plans for Council's Events and Activation program.
- Provide daily direction to the Events Officer and any short term staff to ensure the successful delivery of the Events and Activation program.
- Provide fortnightly event progress reports to the Team Leader Communications, Marketing and Events which cover the entire Event and Activation program, including citizenship ceremonies and Official Events.
- Evaluate and continuously improve the Events and Activation program to ensure ongoing appeal and alignment with Council's strategic and business objectives.
- Report on event outcomes against Council's strategic and business objectives and community expectations.
- Provide internal advice and support to other organisational events as assigned.
- Deliver other events, as assigned, including Official Events
- Recruit and manage events volunteers in line with Council's volunteer management processes.
- Supervision of event contractors, staff and volunteers at events
- Coordinate expenditure and income effectively and transparently and manage and monitor budgets to ensure financial success.
- Development of event specific risk, WHS and COVID plans
- Track and maintain event infrastructure and assets to ensure they remain operational.
- Provide operational support to the communications and digital functions and undertake any other tasks as directed.
- Ensure relevant policies and procedures are implemented and regularly reviewed.
- Comply with Council's Code of Conduct, policies, procedures, guidelines and standards.
- Manage records in accordance with organisational Records Management procedures and practices.
- Comply with the requirements of the Equal Opportunity Act 1984, Disability Discrimination Act 1992 (as amended) and all other associated legislation, including the Local Government Act.
- Report any risks or potential risks identified within Council buildings and facilities and the City. Seek advice from the team leader / manager where they are unsure whether the issue/matter constitutes a risk to Council.
- Demonstrate our Values and behaviours.
- Work collaboratively with others to deliver services and to identify improvements to work practices and procedures.

- Comply with all relevant organisational codes, policies, procedures, guidelines and standards, and with the requirements of the Equal Opportunity Act 1984, Disability Discrimination Act 1992 (as amended) and all other associated legislation, including the Local Government Act.
- Report all risks identified in the course of undertaking the duties relevant to this position.

Contributes to and supports:

- Improved services through participating in regular audits and reviews of team activities and services, and implementing any audit/review recommendations.
- Implementation of team performance measures and reporting on those measures, and participating in any improvements based on those measures.

Work health, safety and wellbeing

- Contribute to a culture where everyone places safety first.
- Identify and report health and safety risks, accidents, incidents, injuries and property damage at the workplace.
- Take reasonable care to protect their own health and safety, and the health and safety of others.
- Use any equipment that is provided to protect their health and safety.
- Follow reasonable instructions given on health & safety and injury management.
- Comply with health and safety and injury management policies and procedures and actively participate in associated training and programs.

Special conditions

This position requires out-of-hours work in the evening and on weekends

Criminal History Assessment

The following check will be required for this role:

DHS Working with Children Check or DCSI Child Related Employment Screening

Qualifications (or demonstrated equivalent experience) – (E) denotes essential qualifications

- Tertiary qualifications in Events Management, Marketing, Business, Communications or other relevant studies (desirable)

Skills/capabilities

- Extensive experience in procurement, contract negotiation and management.
- Comprehensive knowledge of and experience in project management.
- Detailed knowledge of risk management and strategies to manage public safety and security
- Demonstrated experience in solving problems quickly in high pressured environments.
- The ability to plan, prioritise tasks and meet competing deadlines.
- Initiative and ability to work with minimum supervision.
- Demonstrated high level of personal integrity and ethics.

Experience – (E) denotes essential experience

Demonstrates experience in:

- Event management (E)
- Project planning, implementation and evaluation (E)
- Procurement and Contract management (E)
- WHS and public risk management (E)
- General marketing planning and production of materials
- Online communications and social media

Knowledge – (E) denotes essential knowledge

- Intimate knowledge of the events life cycle
- Preparation and management of budgets

Organisational core competencies

- **Digital literacy** – ability to use the essential technology, devices and systems required for the role, or ability and willingness to learn this.
- **Communication**– Verbal: expressing ideas effectively in individual and group situations (including nonverbal communication); adjusting language or terminology to the characteristics and needs of the audience.
Written: expressing ideas clearly in documents that have written organisation, structure, grammar, language and terminology adjusted to the needs and characteristics of the audience.
- **Customer service** – ability to demonstrate a high level of customer care by providing professional, helpful, high quality service, before, during and after the customer’s requirements are addressed.
- **Resilience** – the ability to bounce back when faced with challenging circumstances or when things don’t go as planned.

