**POSITION DESCRIPTION**

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| **Position Title:** | Event Coordinator  | **Position Code:** |  |
| **Division:** | Culture and Economy | **Grade:** | G |
| **Location:** | Dubbo | **Hours/Week:** | 35 |
| **Reports to:** | Manager Regional Events  |
| **No. Direct Reports:** | Nil | **No. Indirect Reports** | Nil |

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| **Primary Purpose of Position**  |
| The Event Coordinator plays a key role in the implementation of Council’s Events Strategy and delivery of Council’s key events within the organisation. Council events include civic receptions, community events and major event activity as determined by Council.The Event Coordinator oversees the development, planning, marketing, delivery, evaluation and assessment and reporting. The event coordinator role is a hands on role that will coordinate all aspects of the events with the support of other divisions of Council to assist in delivering events. Ideally, the Event Coordinator will have a strong understanding of marketing, in particular, social media, to provide assistance to the Regional Events Branch for all events and shows.As a core member of the Regional Events team, the Event Coordinator ensures that Council’s delivered events is reflective of the community, delivered strategically and sustainably, and assists to create an event brand for the region. The Event Coordinator is hands-on, flexible and adaptable with work required after hours and weekends as required in the planning and delivery of Council events. |

| **Key Accountabilities / Duties** |
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| Key Result Area | Primary Activities |
| Event Delivery | * Coordinate delivery of a range of Council events from conception through to evaluation, including but not limited to programming (food, entertainment, retail and information stalls), logistics, production, stakeholder engagement and communications, budgeting, media and marketing, staffing and resourcing, site and event operations planning, and Risk Management.
* Lead the on-site operational delivery of Council events including coordinating on site logistics and operations, bump in and bump out, staffing, programming, Risk Management, communications, VIPs and Councillor liaison, liaison with Emergency Services, oversee Traffic Management Plan implementation, risk and incident responses and management - efficiently utilising on site staff, volunteer and contractor support.
* Employ analytical and problem solving abilities during event delivery to address logistic and operational challenges to achieve solutions and outcomes which maintain integrity of event delivery and Risk Management.
* Coordinate team wide planning for the delivery of Council’s events calendar by managing a team wide planning calendar of events, event priorities, project plans and marketing / communications timelines, and any other team deliverables, ensuring the efficient and timely delivery of team projects.
* Engage with a broad range of external stakeholders and collaborate across Council departments to ensure quality outcomes in the events area.
* Deliver regulatory compliance of Council events by coordinating delivery across a range of compliance areas including but not limited to Development Applications, Traffic Management Plans Occupancy Licences, Music Licensing (APRA, PPCA), Liquor Licensing, and notifications to stakeholders e.g. emergency services, Transport NSW.
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| Marketing & Engagement | * Build and update database of event programming suppliers including food providers, retail stalls, artists, artist and entertainment management agencies, and any other types relevant to event programming.
* Support the development of marketing strategies and implement social media strategies to increase attendance at Council events
* Liaise with the Corporate Image and Communications team and Marketing and Economic Development team.
* Assist Regional Events Branch in marketing campaigns to increase ticket sales or client engagement.
* Produce marketing and promotions copy utilising high level written communication skills in line with Council style guide and ‘voice’, varying requirements according to materials and audience (e.g. social media, online, media release).
* Utilise evaluation tools to evaluate the effectiveness of marketing and media strategies employed on Council events
* Maintain a strong working knowledge of contemporary events, including event concepts, event formats, target audiences, and provide regular analysis of this research to provide recommendations for innovations in Dubbo Regional Council events.
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| Customer Service | * Create a welcoming, inviting, safe and supportive atmosphere for those who access Council’s Events in line with Council’s vision statement – Creating Community for Today and tomorrow.
* Ensure that engagement and service provision to community members is in line with Council’s Customer Service Standards.
* Provide internal customer service to teams across Council by supporting a range of teams in the planning, coordination, delivery and evaluation of events in relation to event management procedures, guidelines and standards.
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| Administrative & Financial | * Maintain high level skills in the operation of computer applications such as word processing, spreadsheets, database and other computer applications relevant to the organisation.
* To engage suppliers and contractors in accordance with the purchasing and procurement policy.
* Assist in the development and monitor budgets for events ensuring maintenance of expenditure and income within budget targets.
* Provide required support to the Manager Regional Development on budget updates and reporting
* Process purchase orders, requisitions, accounts payable and receivable invoicing requests.
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| **Inherent Requirements of the Position** |
| * A large majority of this role is office based, using computers/electronic systems, thus an inherent requirement of this position is the ability to complete sustained periods of work sitting at a desk utilising computers/electronic systems or other office based equipment
* Class C drivers licence
* Ability to work extra hours when required of the position and projects
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| **Selection Criteria**  |
| Essential |
| 1. Diploma in Event Management (or similar) or significant experience (min 3 years) in events industry in delivery of events
2. Excellent interpersonal skills including strong verbal and written communication abilities; strong customer service skills, and ability to promote positive image of Council and Regional Events team
3. Strong working knowledge of Work Health & Safety, and Risk Management legislation, principles and best practice and demonstrated experience in the practical application of this knowledge in the delivery of public events
4. Strong understanding of marketing public events and demonstrated experience to use various forms of media (print, social, tv) to increase attendance at public events.
5. Current Class C Driver’s Licence
6. Working with Children Check Clearance Number or ability to obtain
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| Desirable |
| 1. Previous experience in working in Local Government
2. Senior First Aid Certificate or ability to obtain
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| **Organisation Wide Accountabilities**  |
| Corporate Values | All employees have a responsibility to uphold the values of Dubbo Regional Council being: * Progressive
* Be curious, courageous and committed
* Sustainable
* Balanced approach to growth and opportunity
* One Team
* Working Together
* Integrity
* Accountable for our actions
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| Work Health and Safety | All employees are responsible for the Work Health and Safety (WHS) for Dubbo Regional Council and their duties include:* Complying with Council’s WHS policies and procedures
* Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others
* Reporting any potential hazards, incidents or injuries to their Supervisor or People, Culture & Safety within 48 hours
* Participating in any WHS consultation arrangements
* Complying with any Return to Work Plan if injured and supporting rehabilitation in the workplace
* Correctly using all personal protective equipment
* Complying with emergency and evacuation procedures and site rules if applicable
* The Chief Executive Officer, Directors (Officers), Managers and On-Site Supervisors have additional responsibilities as defined in the Dubbo Regional Council Work Health and Safety and Consultation Policy
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| Sustainability | Staff will give equal priority to improving and enhancing Council’s economic, social and environmental outcomes by integrating sustainability into all decision making processes. This includes continuously increasing efficiencies, reducing resource use, sustainable procurement, maintaining service levels and protecting our natural assets. It is expected that all staff can demonstrate awareness and participation in sustainable work practices. |
| Code of Conduct and Equal Employment Opportunity | Staff will, at all times, adhere to:* Council’s adopted Code of Conduct.
* Council’s Anti-Discrimination and Equal Employment Opportunity Policy to foster a fair and equitable workplace free of illegal discrimination, harassment and bullying behaviour.
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| **Acceptance:**  |
| I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ confirm I have read and understood the Position Description. As the incumbent of this position, I agree to work in accordance with the requirements of the position and will abide by Dubbo Regional Council’s policies and procedures.I understand this Position Description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I acknowledge that the organisation, in response to changing priorities, may vary tasks and responsibilities from time to time. |
| Signature: | Date: |