

POSITION DESCRIPTION

Senior Event Attraction and Development Officer

Division	Liveable Communities
Department	Economic and Destination Development
Reports to	Manager Economic and Destination Development
Number of direct reports	3
Location	Yalawanyi Ganya
Grade	9
Employment status	Permanent Full Time
Date approved	July 2023

Our Mission

“We deliver benefits for our community in a way that adds value and builds trust”.

Our Values

Organisational values are a critical component of our organisational culture. Council staff and management have created and adopted the following set of organisational values which help guide our decisions and behaviours.

Wellbeing	We value safety, security, health and happiness
Integrity	We are open, honest, accountable and take pride in all we do
Sustainability	We use efficiencies, innovation and cooperation to achieve sustainable results
Respect	We work together respectfully ensuring inclusion, equality and open communication

Position Overview

This position sits within the Economic and Destination Development section and is responsible for attracting a range of events to the MidCoast region and managing the Events Approval team. The position is responsible for undertaking programs and projects to grow existing events and develop new events.

Key Accountabilities & Duties

- Be proactive in supporting existing events and attracting new events to the area that are in line with Council's plans and objectives, including Council's Economic Development Strategy, Destination Management Plan and Cultural Plan with the primary focus on maximising economic benefit especially during off peak and shoulder seasons.
- Develop and coordinate the implementation of an Events Strategy for MidCoast Council that aligns with Council's overall objectives.
- Oversee the Events Approval process and team, ensuring continuous improvements
- Management of Council's Events and Festivals Sponsorship Policy
- Manage the Event Sponsorship process, including the application process and acquittal
- Management of Council's Market Policy
- Contribute to the delivery of high-quality, well-regarded events that are culturally appropriate and contribute to the economic growth of the MidCoast.
- Support and develop events as required, including concept development, risk management, marketing, administration and evaluation.
- Provide a central point of contact for external event organisers for advice, information and sponsorship.
- Contribute to the development of increased levels of sponsorship and community participation in planning, operation and attendance
- Maintain relevant policies and procedures according to Council's needs and current legislative requirements.
- Maintain a current list of resources available to event organisers.
- Network with external stakeholders and other government departments to support the development and coordination of events within the area including securing grant funding.
- Understand and research the issues, challenges and trends for event management in regional communities and recommend improvement to processes and procedures.
- Keep up to date with developments in the event industry and identify opportunities for improvement and participation in the development of new events.
- Work with event organisers to increase their capacity to run successful events, improve their financial viability, improve risk management and maximise the benefits for visitors and the community.
- Identify opportunities to improve local infrastructure to support events.
- Oversee the coordination of Council led elements of New Year's Eve celebrations.
- Liaise with other LGAs regarding event attraction.
- Develop, implement and maintain cooperative working relationships with internal sections of Council and external stakeholders, committees, contractors, suppliers, volunteers, etc.
- Work Health & Safety - All Council staff are accountable for ensuring that they fulfil their specific responsibilities, duties and due diligence requirements under the NSW Work, Health & Safety legislation. Staff are also required to adhere to Council's relevant safe work instructions, policies and procedures.
- Equal Employment Opportunity (EEO) - All Council staff are required to adhere to Council's EEO policies and procedures.
- Delegations - All Council staff are required to comply with the financial and operational delegations issued to them as per Council's delegations register.

- Other duties within the employee's skill, competence and training level, as required to meet business needs.

Essential Requirements

1. Qualifications in event management, business, tourism studies or an equivalent field or relevant industry/professional experience.
2. Demonstrated experience in the successful planning, coordination, delivery and evaluation of a range of community festivals and events.
3. Working knowledge of effective community consultation and development and demonstrated understanding of the requirements of working in a diverse and multicultural environment.
4. Sound knowledge of Microsoft Office and high-level competency in word processing and data entry.
5. Excellent time management and organisational skills, including demonstrated ability to run programs / activities, follow processes, set priorities and meet deadlines.
6. Demonstrated ability to develop and maintain constructive relationships and partnerships, both internally and externally, that contribute to the achievement of organisational outcomes.
7. Demonstrated ability to meet the focus capability requirements of this position as defined in the position capabilities.
8. Current Class C Drivers Licence





Position Capabilities

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: "how we do things around here". It builds on organisational values and creates a common sense of purpose.

More detailed descriptors of capabilities are available at: <http://capability.lgnsw.org.au/?staff-member>

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position.

Local Government Capability Framework

Capability Group	Capability Name	Level
 Personal attributes	Manage Self	Intermediate
	Display Resilience and Adaptability	Intermediate
	Act with Integrity	Adept
	Demonstrate Accountability	Adept
 Relationships	Communicate and Engage	Intermediate
	Community and Customer Focus	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Foundational
 Results	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Create and Innovate	Intermediate
	Deliver Results	Adept
 Resources	Finance	Foundational
	Assets and Tools	Intermediate
	Technology and Information	Intermediate
	Procurement and Contracts	Foundational

ACKNOWLEDGEMENT

This position description is a broad description of the accountabilities, duties and required capabilities relating to this position. The role and position are dynamic and may evolve and change over time in line with changing strategic and operational requirements. Continuing development, change and improvement of processes, practices, knowledge, skills and behaviours is expected at MidCoast Council.

I have signed below in acknowledgement of reading, understanding and accepting the contents of this document. I accept that, with consultation, my duties may be modified by MidCoast Council from time to time as necessary

Employee's signature:

Date:

HR USE ONLY

Is a Working with Children check required for this position? Yes ☐ No ☒

Is a criminal record check required for this position? Yes ☐ No ☒