



EVENTS ADVISOR

POSITION PROFILE

Division	Shire Services	Status	Permanent
Unit	Arts & Culture	Salary Grade	Grade 10
Reports to	Team Leader Events	Reviewed	October 2021

STRATEGIC INTENT

The role of the Arts & Culture Unit is to grow a 'culturally rich and vibrant community' achieving one of the key outcomes of our Community Strategic Plan. The key areas of this are to:

- Develop and present a diverse, dynamic and inspiring Arts & Culture plan & program to nurture and grow community engagement and participation in the arts.
- Actively grow the contribution towards the local economy via artistic and cultural tourism.

Cultural and Civic events are key programs in achieving these key outcomes and the Events Team is responsible for the successful initiation, curation, design and production of these events. A high calibre calendar of major and strategic events is key in community engagement, our evolving recognition of First Nations, our reputation as a leading local government Council, activating the public domain and building the creative economy and contributing to cultural tourism.

POSITION PURPOSE

The purpose of the position is to lead and enable the successful delivery of the major and strategic cultural and civic events calendar. This will be achieved through:

- Project management and coordination of cultural, civic, community events and celebrations in the Events Calendar
- Ensuring Council's civic and ceremonial obligations and responsibilities are met for all key civic events, identifying and implementing Federal, State and Local Government protocols and procedures.
- Identify new opportunities for improved and sustainable event programs that will educate and enrich cultural experiences in the community.
- Strengthen Council's engagement with creative industries, business, community and educational stakeholders through engagement of artists, service providers and strategic partnerships.
- Ensure the timely and professional planning for events, effective and efficient delivery to KPI's and ongoing evaluation for continuous improvement.
- Facilitate and partner in programs and events that educate and support the community
- Provide expert advice and support on the effective, efficient and coordinated delivery of events across Council
- To lead and manage event delivery teams of performers, infrastructure, volunteers and event staff in the provision of an active and high standard program
- Coordinate timely event agreements, tenders, request for quotations and calls for expressions of interest for specified service providers liaising with Council's Procurement Unit.
- To actively contribute as to the achievement of goals, recommending improvements and helping to ensure the safety and wellbeing of the team and attendees

POSITION OUTCOMES AND ACCOUNTABILITIES

OUTCOMES TO BE DELIVERED	PERFORMANCE STANDARDS
Event Coordination	
<p>Creatively and successfully Project Lead and/or support Team Leader in a range of events involving other Council units, levels of government, and the broader community.</p> <p>Events will include:</p> <ul style="list-style-type: none"> • Australian Citizenship Ceremonies • Meeting of Two Cultures • Australia Day Citizenship • Australia Day Program • First Nations Cultural programs including NAIDOC Week, Whales of Gweagal, Fire Stories and National Reconciliation Events • Seniors Week Luncheon and Seniors Christmas annual initiatives • Australia Day Awards Program • Other Community events or Mayoral Receptions as required 	<ul style="list-style-type: none"> • Civic and community event protocols are delivered and meet or exceed the expectations of the Mayor, Chief Executive Officer, stakeholders from other levels of government, councillors and the community. • Engage with external stakeholders, internal stakeholders and other government agencies • Reporting as Required for Operational Plan and Business Unit Plan. • Creative ideas and proposals are recommended that evolve, refresh and re-invent events. • Creative marketing that effectively links social media and traditional media platforms is developed and delivered. • Event schedules are planned and meet / comply with Council / government calendars / requirements. • Culturally appropriate / sensitive activities ensured • Customer feedback on events is sought, volunteered and reported.
Event Administration	
<p>The annual program of events is effectively and efficiently planned, administered and evaluated</p>	<ul style="list-style-type: none"> • Event budgets match allocations / targets • Event briefs prepared and submitted for Approval • Risk assessment, Accessibility, Traffic Management and COVID plans produced, approved and implemented • Participant / guest numbers confidently predicted for future events • Client and guest lists prepared and monitored • Event web pages regularly monitored and updated • Venue set up and security is planned and resourced • Rehearsals undertaken • Accessibility ensured • Event evaluations undertaken and recommendations for evolving events based on facts and research.
Financial Accountability	
<p>This position has been identified as having the responsibility of managing financial transactions for the organisation, as required.</p>	<ul style="list-style-type: none"> • In undertaking these duties, you are placed in a position of trust and must always abide by Council's Code of Conduct . In the event that fraudulent conduct is suspected or identified, relevant processes including disciplinary will be

	followed, and where appropriate, relevant external agencies may be notified.
Marketing & Communication	
<p>In coordination with the Strategy and Engagement team plan, deliver and evaluate the marketing of the events program.</p> <p>Digital platforms keep pace with evolving technologies and use of social media.</p>	<ul style="list-style-type: none"> • Knowledge of evolving social media platforms maintained and demonstrated. • Social Media campaigns planned, coordinated and delivered. • Webpages regularly monitored and effectively managed. • Recommend improvements to forthcoming marketing strategies. • Print platform content planned and delivered.

SELECTION CRITERIA / SUCCESS PROFILE

Qualifications, Certificates or Licences	Essential	<ul style="list-style-type: none"> ▪ Tertiary qualifications in event management, public relations or demonstrated relevant experience ▪ NSW Drivers Licence ▪ Seniors First Aid Certificate
	Essential	<ul style="list-style-type: none"> ▪ Extensive work experience in agency, government or corporate events, public relations/communications or marketing. ▪ Advanced organisational, planning and time management skills and capacity to manage multiple tasks and deadlines. ▪ Knowledge of Local Government Policies and Procedures ▪ Project Lead Event Management skills and experience in planning, budgeting, executing, and evaluating a range of creative events. ▪ Communication skills with demonstrated experience in the preparation of briefing notes for media releases, web page updates, advertising material and other event correspondence. ▪ Comprehensive knowledge of protocol requirements across all levels of government. ▪ Experience in leading an events team that includes contractors and volunteers. ▪ Competent in the use of social media technologies for event marketing and content creation. ▪ Proficient in production technology in event management ie, staging and lighting and an awareness of emerging trends in the industry. ▪ Sound knowledge of safe work practices and event based risk management.
	Desirable	<ul style="list-style-type: none"> ▪ Prior experience in a government; local, state or federal ▪ Experience in planning and creating marketing collateral using Adobe Creative Suite ▪ An understanding of all types of media and its relevance to event promotion and marketing ▪ Proficient in using electronic booking systems ie Bookable or ENTO

OUR VALUES



Behaviours

- **Collaborate** - be open and welcoming, genuinely connect to others, include others, work together as one
- **Achieve** - be enthusiastic and optimistic, make a positive contribution, set goals to be the best you can be, deliver every day
- **Respect** – be honest and trustworthy, do what you say you will put yourself in the other person's shoes, listen to what's important to others
- **Evolve** – stay up to date, take on new opportunities, think creatively about solutions, be a big picture thinker

CORE CAPABILITIES

Attributes

- **Communication skills:** excellent verbal and written skills and experience in the delivery of programs, events, presentations and art based written material
- **People skills:** high level of interpersonal and customer service skills, dealing with a variety of people at all levels
- **Exceptional time management skills:** Capable of multi-tasking, prioritising and meeting deadlines to achieve goals
- **Availability:** flexibility to work outside normal spread of hours
- **Team Focussed:** willing to be mentored, to share skills, experience and knowledge via formal and informal collaboration with colleagues
- **A committed and dedicated professional with political acumen**

CORPORATE OBLIGATIONS

Code of Conduct

All employees are responsible for adhering to Council's Code of Conduct and the policies and procedures that support it

Continuous Improvement	Identify obsolete and inefficient practices and recommend changes where appropriate
Customer Focus	Championing an exceptional customer experience, and evaluating customer satisfaction in order to continually improve service delivery
Delegations	Authority to operate within the Delegations attached to the position and acting within this authority.
Enterprise Content Management	Comply with Council's Enterprise Content Management Determination including creation of appropriate records in Council's records management system and proper custodianship of records to ensure against loss, removal or destruction
Financial Management	Managing expenditure within a budget, undertaking relevant checks and applying rules, regulation, process and procedures in dealing with financial matters.
Integrated Planning & Reporting	All employees must understand the integrated planning & reporting framework, the objectives and how they contribute to the long-term outcomes.
Procurement	Activities are conducted in accordance with the Purchasing Policy and Procedures to provide transparency and cost effectiveness in procurement
Risk Management	Managing work practices to mitigate all identified risks, identifying and reporting additional risk and threats and assist in devising strategies to mitigate these risks.
Workplace Behaviour & EEO	All activities must comply with Council's Workplace Policies, Determinations and Guidelines.
Workplace Health and Safety	Comply and co-operate with WHS policies, procedures, instructions and safe systems of work.

SPECIFIC CONDITIONS OF EMPLOYMENT

May be required to work additional hours, occasional evenings, weekends and public holidays as required. Conditions are in accordance with the Local Government (State) Award 2020.