

EVENTS & PROMOTIONS COORDINATOR

CLASSIFICATION: Band 6
OCCUPANT: Vacant
DATE: July 2024

POSITION CONTEXT & OBJECTIVE(S):

The primary objective of this role is creating, co-ordinating and delivering an outstanding annual event program for the City Of Warrnambool that helps drive increased visitation and tourism, and improves social, cultural and economic position of the region.

The Events and Promotions Coordinator develops and implements a broad range of events and promotional activities, in line with the strategic outcomes of the Warrnambool City Council Events Strategy.

This position oversees the coordination of Council's Events Control Group and the approval process for events delivered on Council managed land.

KEY RESPONSIBILITIES AND DUTIES:

- Event Coordination**
 - Oversee the Event Control Group process to ensure the safe and appropriate delivery of events delivered on Council managed land in line with Council processes and policies.
 - Provide efficient and effective planning and delivery of branch delivered events, including the preparation of all relevant event management documents.
 - Acting as Event Coordinator on event days, referring to the approved emergency management plan for critical decisions or in case of an emergency.
 - Direct the work of relevant site contractors and event staff at branch delivered events.
 - Assist in the forward planning and development of Events and Promotions Branch events and programs.
 - Develop and implement effective promotional strategies for a range of events and activities.
 - Respond to enquiries and correspondence relating to Council and external events and activities and provide sound, current and professional advice to organisers.
 - Co-ordinate and supervise volunteer and staff recruitment and involvement in events supported by WCC.
- Organisational and Administrative duties**
 - Assist in the preparation of strategic reviews for Council supported community-based events
 - Assist in the preparation of annual strategic reviews/evaluations for Council events.
 - Assist in the preparation of award submissions for WCC supported events.
 - Assist in program build, assessment and disbursement of the annual Festival and Events Fund grant program.
 - Prepare event funding applications for State and Federal grants and sponsorship proposals where directed.
 - Maintain appropriate files, records and administrative systems in line with Council processes and procedures.
 - Develop and monitor annual budgets for areas of responsibility and provide up to date forecasts as required.
- General**
 - Undertake miscellaneous tasks as required from time to time.
 - To carry out all duties and functions in a manner that promotes good teamwork and public relations.
 - Be willing to participate in the development and implementation of new programs and systems.
 - Promote the aims and objectives of the Council, faithfully serve the Council and use utmost endeavors to promote Council interests.

Council is committed to creating and maintaining a child safe and child friendly city, where all children are valued and protected from abuse. Child safety and wellbeing are a community responsibility and are everyone's business. The safety of children in our care is Council's first priority and we have zero tolerance for child abuse or harm.

KEY SELECTION CRITERIA:

All applicants are required to respond to the following bullet points in their application:

- A tertiary qualification in a relevant field such as the Arts, Business, Event Management or Marketing is highly desirable.

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- Significant co-ordinator experience in a broad range of events in both the public and private sectors is essential.
- Demonstrated experience in operational delivery of event planning and budgets, event management and volunteer programs.
- Highly developed communications skills including the ability to build relationships and negotiate outcomes to ensure positive and successful outcomes.
- Ability to work effectively as part of a multidisciplinary team on a broad range of projects.
- Ability to liaise effectively and professionally with external organisations.
- Ability to manage time effectively, set priorities, plan and organise work to meet specific objectives.

The qualifications, skills and experience outlined in this position description are ideals to which the occupant will aspire. Unless specifically stated, they are not absolutely essential.

GENERAL EMPLOYMENT PROBITY CHECKS:

The incumbent must have and maintain a current Fit2Work (Police Records):

YES

The incumbent must have and maintain a Working with Children Check:

YES

ORGANISATIONAL RELATIONSHIPS:

Reports to:	Manager Events & Promotion
Supervises:	Event Volunteers, WCC staff (as required)
Internal Contacts:	Other Council Staff
External Contacts:	Other agencies, event sponsors, suppliers, community groups, volunteers, and the general public.

RELATIVE LEGISLATION

- Fair Work Act 2009
- National Employment Standards
- Occupational Health & Safety Act 2004
- Superannuation Act 1976
- Victoria Long Service Leave Act 2018
- Victoria Workplace Injury Rehabilitation and Compensation Act 2013
- Gender Equality Act 2020

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

- Free to act within clear policies, procedures and budgets with advice and guidance always available.
- Be accountable for the quality and efficiency of information provided to the public.

JUDGEMENT AND DECISION MAKING:

- Be able to make decisions on day to day activities, including the ability to use problem solving techniques.
- Individual judgement is required as to precise methods and procedures with advice usually available from the Manager Events & Promotions.
- Guidance and advice is usually available within timeframes to make a choice if required.

SPECIALIST KNOWLEDGE AND SKILLS:

- Sound knowledge and understanding of the principles of event management and planning.
- Proficient in the use of Microsoft Office programs.
- Sound organisation/time management skills.
- An understanding of event management requirements

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MANAGEMENT SKILLS:

- Ability to positively support other colleague's productivity through effective time management (i.e: setting priorities, planning and organising work to meet specific objectives).
- Ability to plan own workload with limited supervision, set priorities and meet timeframes.
- Ability to manage small projects and activities simultaneously, allocating time and resources appropriately to meet Council's overall objectives.
- An understanding of accounting/budgetary processes and ability to participate in setting budgets and monitor and report on budget achievement.
- Ability to implement policies, procedures and related practices in relation to EEO and OH&S.

INTERPERSONAL SKILLS:

- Well-developed oral and written communication skills.
- Ability to prepare accurate final draft written reports and correspondence.
- Ability to work both independently and as an effective team member.
- Ability to communicate effectively through liaising with and gaining the cooperation of the public, corporate and philanthropic sponsors, suppliers, employees, colleagues and other professionals as required

QUALIFICATIONS AND EXPERIENCE:

- Tertiary qualification or relevant employment experience in a business, event management or marketing-related discipline.
- Proven ability in working with external organisations, suppliers and agencies.
- Substantial experience in event coordination and risk management, including volunteer programs
- Current Driver's Licence,
- Current Working with Childrens
- Current Level 2 First Aid

TERMS AND CONDITIONS OF EMPLOYMENT:

The Terms and Conditions in this Position Description are to be read in conjunction with the Warrnambool City Council Enterprise Agreement.

AGREEMENT:

I accept and agree to the duties in this Position Description. I understand that this Position Description is to be read in conjunction with the General Terms & Conditions of Employment and I agreed to abide by the terms and conditions stipulated therein.

Name:	
Signature:	
Date:	

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