

# Service Manager Events & Promotions

**CLASSIFICATION:** Band 7

**OCCUPANT:** Vacant

**DATE:** April 2025

## POSITION CONTEXT & OBJECTIVE(S):

The primary objective of the role is to build and manage an outstanding annual events program for the City of Warrnambool that helps drive increased visitation and tourism, and improves the social, cultural and economic position of the region.

Service Manager Events & Promotions takes the lead role for the development and management of Council's events program and related promotional efforts in line with the Warrnambool Events Strategy 2024-2028. The Service Manager will:

- Ensure that the Events and Promotions Branch within the Economic Development Team (City Futures Directorate) is professionally managed in accordance with established policies and practices of Council, budgetary requirements, and as directed by the Manager, Economic Development and Events.
- Increase the profile and exposure of Warrnambool through Council's involvement in hosting or facilitating major events, community events/festivals and conferences as a means of providing increased economic and social benefit to the region.
- To provide support and strategic advice to the Manager Economic Development and Events and the wider City Futures business units, including the preparation of information, reports, correspondence, advice and recommendations.
- To establish professional working relationships with key internal and external stakeholders and to advocate on behalf of the City Futures Directorate to internal departments and external organisations.

## KEY RESPONSIBILITIES AND DUTIES:

### Branch Specific Responsibilities:

Overall responsibilities for all the functions of the Events & Promotions Branch include, but not limited to:

- Overseeing the broad range of events, conferences, activities, projects and programs that meet residents' and Council's expectations and ensure they are delivered in a cost effective manner with a commitment to quality, local relevance and continuous improvement.
- To source external providers and content to underpin the annual Events program
- To manage and co-ordinate the roles and activities of the Events & Promotions Branch staff
- Providing on-going strategic direction for the team's function, including business planning and marketing.
- Developing operational policy, establish service levels and standards relating to the delivery of services by the Events and Promotions Branch.
- Responsibility for achievement of the goals of the Events and Promotions Branch as outlined in the Warrnambool City Council plan.
- Monitoring and evaluating the efficiency and effectiveness of the Branch policies, programs and services and make recommendations for improvements and / or delivery of new services.
- Providing advice to the Manager, Economic Development and Events on matters relating to the Branch's role.
- Promoting the branch's and Council's goals and be part of the leadership of the City Futures Directorate.
- Preparing annual budgets for the branch, preparing reports, and effectively managing budget performance and ongoing budget monitoring.
- Maintaining knowledge of funding opportunities for new initiatives, and actively seek to obtain new income from commercial and government sources.
- Reviewing services and delivery methods on, at least, an annual basis, and ensuring these are quality and client-focused in line with Council Best Value practices/program.
- Overseeing the management of contracts and event funding to ensure services meet expected targets, outcomes and financial requirements.
- Providing timely reports on the operational and financial status of Branch initiatives.
- Ensuring a coordinated approach to community consultation and customer satisfaction monitoring.
- Promoting commitment of all staff to organisation goals, objectives and decisions by providing high standards of professional conduct and leadership and fostering a team spirit, and providing advice, direction and assistance to staff in the City Futures Directorate and the wider Council.

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- Ensuring all relevant correspondence, reports and discussion papers are timely, factual, comprehensively and professionally written.
- Performing other related duties, as directed by the Manager Economic Development and Events.
- Exercising care in the performance of duties consistent with the relevant OH&S/Risk Management legislation and practices.

## Functional Area Outcomes:

The Service Manager Events and Promotion will provide leadership, direction, management and services in the following key areas:

- Develop an overall events and conference procurement strategy strengthening the City's position as a premier location for major events, festivals, achieving increased visitations, economic benefits, employment creation and community social benefits.
- Build and manage relationships with event-attracting bodies, event organisers and key stakeholders to assist in the implementation of all major events, festivals and ensure that they are effectively planned and managed; including consideration of risk management, insurance, permits, traffic management, staffing, occupational health and safety, equipment contracting, resource allocation, publicity, contractual and financial management.
- Foster a flexible, responsive customer service culture within the Branch and with external service providers that operate outside traditional working hours. Assist the event organisers to manage relationships with relevant authorities and organisations with a stake in the event.
- Develop relevant promotional material including (but not limited to) the Warrnambool Visitor Guide,
- Warrnambool Event Destination Guide and [whatson.warrnambool.vic.gov.au](http://whatson.warrnambool.vic.gov.au)
- Liaising with proprietors and operators of regional attractions and events, accommodation and hospitality venues, conference facilities, and other support services for major events/conferences.
- Assess and manage the allocation of relevant Council grants to assist events that provide sound economic and social benefits to the City.
- To establish effective program, and stakeholder evaluation methods and processes to underpin the ongoing development and assessment of individual events and the annual Events program.

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:

Please address the Key Selection Criteria in your cover letter. It is not necessary to respond to each individual criterion separately.

### Essential:

- Management experience: Demonstrated ability to manage a team delivering and/or supporting a number of events and projects in a tourism and local government environment.
- A successful track record in event management, marketing & promotions within the public sector.
- Experience in the development, implementation and evaluation of events and marketing strategies.
- Proven experience in managing large budgets, including the ability to attract sponsorships and grants from public and private sector organisations.
- Demonstrated ability in developing, maintaining and growing strategic alliances with key public and private sector organisations and individuals.
- Highly developed communications skills, including the ability to build relationships, negotiate and influence at a senior level, effectively create and conduct consultation, advocacy and partnerships
- An ability to quickly develop an understanding of a range of issues and provide authoritative advice, with evidence based reports and presentations.
- Interpersonal skills: An ability to work within, and lead the development of, high performing teams.

### Desirable:

- Tertiary qualifications in a relevant field, such as Arts, Events Management or Marketing. Previous local government or public sector experience would be an advantage.

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.

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## 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 Economic Developments & Events

**Supervises:** Events Team, Volunteers & Contractors

**Internal Contacts:** All Council Staff

**External Contacts:** Other agencies, 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:

### Accountable For

- Formulating program objectives, policies and procedures.
- Achievement of program objectives and satisfactory performance of the Branch.
- Management of recruitment and performance of staff in accordance with the Award and Council policies and procedures.
- The professional development, and safety of the Events & Promotions Branch staff
- Preparation, monitoring and control of income and expenditure relating to Branch programs and services.
- Achievement of optimum efficiency and effectiveness in the Branch's expenditure.
- Assist the application of Best Value policies and practices within the Branch.

### Authority To

- Vary program delivery within objectives included in the approved current budget.
- Represent Council and/or Directors as required and directed in public forums including Local Government Organisations and Government Departments.
- Negotiate funding/service agreements for recommendation to the Chief Executive or responsible Director.
- Undertake duties and responsibilities of other officers when authorised by the Chief Executive or responsible Director.
- Sign orders to the value of \$10,000.

## JUDGEMENT AND DECISION MAKING:

- Interpretation, assessment and advice relating to all aspects of Events & Promotions activities.
- Methods and procedures utilised in Business Improvement.
- The need for, and timing of any issues of significance to be reported to Executive Management, Council or Advisory Committees.

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- Recommendations to the Manager Economic Development and Events, City Futures Director, on Best Value matters not currently linked with Budget parameters or existing policies and procedures.
- The ability to problem solve and apply techniques to new situations with the ability to recognise when these established techniques are not appropriate. Guidance is not always available within the organisation.

## SPECIALIST KNOWLEDGE AND SKILLS:

- A strong attention to detail and demonstrated ability to manage the planning, co-ordination, delivery and evaluation of festivals and events.
- Experience in the development, implementation and evaluation of marketing strategies and the ability to provide a high level of creative thinking.
- Strong capacity to lead the strategic vision and creative programming of festivals and events, coupled with an understanding of the long term goals of the wider organisation.
- Knowledge of and familiarity with the principles and practices of managing large budgets, including the ability to attract sponsorships and grants from public and private sector organisations.
- Demonstrated ability in developing, maintaining and growing strategic alliances with key public and private sector organisations.
- An ability to quickly develop an understanding of a range of issues and provide authoritative advice. • Ability to work within, and lead the development of, high performing teams.

## MANAGEMENT SKILLS:

- Excellent organisational and time management skills, which include the ability to deliver on specific and set objectives, in the most efficient way possible, with the resources available, despite conflicting pressures.
- Ability to work at both a strategic and operational level.
- Excellent analytical, negotiation and problem solving skills.
- Highly developed written, verbal and communication skills.
- Proven ability to supervise staff, contractors, consultants and volunteers.
- Proven ability to manage a dynamic workload and operate effectively under pressure within broad parameters and with limited direction.
- Awareness of social, economic, environmental, cultural and political issues relating to service delivery of events in the local government environment.
- An ability to implement Council's policies and practices strategically to achieve long term goals. These may include but are not limited to awards, equal opportunity and occupational health and safety policies, recruitment and selection procedures and techniques, position descriptions and employee development schemes.

## INTERPERSONAL SKILLS:

- Proven ability to work effectively as a member of a diverse and dynamic team, and contribute to an innovative and positive working environment that motivates and supports people to achieve higher levels of performance.
- Initiative, patience, creativity, lateral thinking and generosity of spirit.
- Excellent communication and advocacy skills with the ability to effectively manage complex public situations and provide excellent customer service both within and beyond the organisation.
- Demonstrated capacity to represent the organisation externally.
- Demonstrated ability to resolve conflict situations and to effectively counsel or communicate with employees at all levels.
- Demonstrated ability to liaise with external professionals from a wide range of disciplines to discuss and resolve specialist problems and with other employees within WCC to resolve intra-organisational problems.

## QUALIFICATIONS AND EXPERIENCE:

- A tertiary qualification in Event Management, Tourism or Marketing, or equivalent.
- An extensive, successful track record in event management and development.
- Financial management: Ability to manage complex budgets to a high standard
- Highly developed communications skills
- Demonstrated team leadership and management skills
- Computer literacy – good working knowledge of a range of windows based software packages.
- Current holder of a Victorian Drivers Licence

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## 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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