

POSITION DESCRIPTION

POSITION	POSITION NUMBER
Events Officer	7492b
CLASSIFICATION	ANZCO CODE
Band 6	
DEPARTMENT	DIVISION
Arts & Events	Community Wellbeing
AGREEMENT	LOCATION
Ballarat City Council Enterprise Agreement No. 8, 2019	The Phoenix

Position Objectives

- Assist in the development, delivery and promotion of a diverse range of events for Ballarat, specifically those which contribute to delivering upon the three key objectives of the Ballarat Event Strategy, economic, brand and civic liveability.
- To project manage the planning, implementation, marketing, delivery and review of all events managed by Council's Events unit.
- Provide a concierge service to external and home-grown events hosted within the City of Ballarat to leverage outcomes, build capacity, and develop long term growth.
- To work with industry and community to leverage greater yield and social outcomes from all events.
- To provide a high level of customer service, regulatory guidance and other general information to all internal and external event and community stakeholders.

Key Responsibility Areas

- To successfully deliver on time and on budget, all events within the brief of the Events team. Events include but not limited to; the Ballarat Begonia Festival, Ballarat Heritage Festival, Winter Festival, ANZAC Day, Remembrance Day, and Summer Sundays.
- Develop and implement marketing and promotional strategies for events, including the development of associated promotional material such as pamphlets, event programs, banners and signage, web sites, and social media sites.
- To coordinate the delivery of quality, safe events including traffic management, risk management, and engagement of contractors, suppliers, and entertainers.
- Effectively liaise with various City of Ballarat, and other relevant external regulatory bodies to ensure the delivery of safe and successful events.
- To provide professional and informed advice and support to event organisers, authorities, businesses, and other relevant parties. Advice and support may include risk minimisation, sponsorship, funding, event logistics, networks, and other current event issues.
- Assist the development and implementation of continuous improvement activities, policy developments, annual business plans, strategy actions and the preparation of the annual Events unit budget.
- Assist in achieving the objectives of the Community Wellbeing Division's and the City of Ballarat's Council Plan.
- Provide on-going monitoring, review and advice to the Events Manager on events staged within Ballarat.
- To assist in the development of the local event industry and upskilling of event organisers.
- Provide guidance to Event Support staff, where applicable to assign duties, mentor, and review outcomes.
- Undertake other duties as required and as directed by the Events Manager.

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REPORTS TO: Events Manager	DIRECT REPORTS: Nil
ORGANISATIONAL RELATIONSHIPS	
Internal: <ul style="list-style-type: none"> • Community Wellbeing • City of Ballarat Officers • Ballarat City Council 	External: <ul style="list-style-type: none"> • State and Federal Government Departments • Business Industry • Volunteers Media • Sponsors • Exhibitors • Consultants and Service Providers • Customers and visitors

Accountability and Extent of Authority

- The Events Officer will manage resources, provide advice to clients, and provide input into the development of policy.
- The freedom to act is governed by clear objectives and budgets with a regular reporting mechanism to ensure adherence to goals and objectives.
- The position has authority to provide advice on specific event issues and must refer to relevant sections of Council and other organisations for specialised advice and the issuing of permits
- Liaise closely with the commercial sector for procurement of services for City of Ballarat events and general event leveraging opportunities.
- Mentor and review project deliverables of Event Support Officer, when applicable.

Judgement and Decision Making

- The work is usually specialised with methods, procedures and processes developed from theory or precedent. This role may involve improving and/or developing methods and techniques generally based on previous experience.
- Problem solving may involve the application of established techniques to new situations however guidance and advice are usually available for more complex situations.
- Responsible for assisting the Events Support Officer in decision making within delegated authority.
- The effect of decisions and actions taken is usually limited to the quality or cost of the programs and projects being managed.

Specialist Skills and Knowledge

- In relation to managing resources the Events Officer requires proficiency in the application of theoretical or scientific discipline, including the underlying principles as distinct from the practices.
- An understanding of the long-term goals of the functional unit in which the position is placed and of the relevant policies of both the unit and the wider organisation.
- A familiarity with relevant budgeting techniques.
- Demonstrated relevant experience in the events industry including a detailed understanding of policies and procedures within the events industry, particularly as it relates to local government.
- Excellent interpersonal skills with the ability to proactively build productive working relationships with others.

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Management Skills

- Skills in managing time, setting priorities, planning, and organising one's own work and where appropriate that of other employees, so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- The position requires an understanding of and an ability to implement personnel practices including those related to equal employment opportunity, occupational health and safety and employee development.
- Ability to set, monitor and achieve goals within defined and often short timelines.
- Ability to work flexible hours including after-hours weekdays and weekends.
- Excellent organisational and coordination skills and ability to be flexible and adapt to changing situations.

Interpersonal Skills

- Require the ability to gain co-operation and assistance from clients, members of the public and other employees in the administration of defined activities and in the supervision of other employees.
- Ability to liaise with their counterparts in other organisations to discuss specialist matters and with other employees in other functions in their own organisation to resolve intra-organisational problems.
- Ability to analyse and problem solve with creative solutions.
- Sound written and oral communication skills to support the preparation of reports and professional correspondence.

Qualifications and Experience

- Tertiary qualification in event management, marketing or related field and/or significant experience in major event management or related industry. Less formal qualifications may be considered through substantial relevant experience, or through substantial relevant experience in the field of specialist expertise.
- Current Victorian Driver's Licence.

SELECTION CRITERIA

- Qualifications and experience as listed above.
- Demonstrated ability to champion, model and promote the corporate values.
- Demonstrated understanding of the regulatory framework governing events and experience delivering or contract managing events that comply with these regulations.
- Experience in the ability to manage staff and contractors to deliver major events.
- Experience building event programming to deliver on strategic business objectives driving economic impact, brand and civic liveability.
- Experience setting goals in strict timeframes whilst operating with flexibility and adapting to changing circumstances.
- Experience with budget management and other relevant financial procedures.