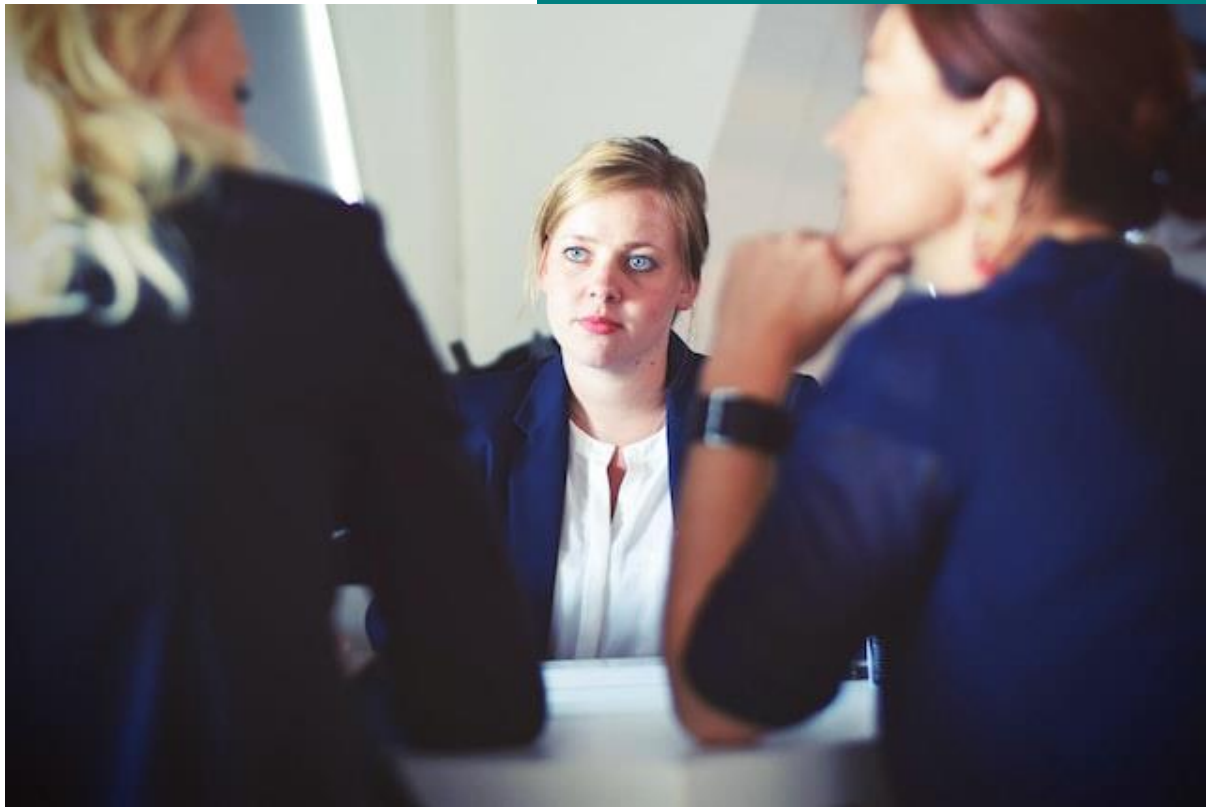


EVENT MANAGEMENT TOOLKIT

EVENT COORDINATOR POSITION DESCRIPTION TEMPLATE



Hepburn
SHIRE COUNCIL

POSITION: Event Coordinator

LOCATION: XXX

STATUS: Permanent, Full-Time

SALARY: \$XXX [negotiable]

YOUR EVENT

[Introductory paragraph about your event]

SCOPE OF THIS POSITION:

The Event Coordinator role is to ensure the annual event is delivered to the highest quality and supports the event’s strategic direction and vision.

TASKS & RESPONSIBILITIES:

Key Result Areas

1. Event Management
2. Marketing Management
3. Event Development & Growth Support
4. Administration

SUPERVISION RESPONSIBILITIES

This role works closely with all committee members to coordinate information and, if instructed, may direct event element coordinators as required. This role is responsible for the management and supervision of the team of event volunteers.

RELATIONSHIPS

Internal: Liaise with the committee President, other committee members and a team of passionate volunteers.

External: All suppliers, councillors, stewards, stallholders, sponsors, contractors, and other stakeholders

SPECIFIC DUTIES

The specific tasks required of (but not limited to) the Event Coordinator include:

Event Management

- Work towards a culture that is focused towards the overarching Vision, Value and Mission of the event. This includes demonstrating innovation and initiative to sustain the events future;
- As instructed, assist with the development of events and associated activities taking place during the event;
- Assist with managing the festival planning timeline and work with all coordinators to meet deadlines;
- Complete risk assessment analysis and make changes to improve safety;
- Work with volunteers and contract staff, ensuring communication channels remain open and clear;
- Coordinate and manage the “signature” events from end to end including event development, planning, promotion, logistics, and reporting;
- Coordinate event operations – planning, set up, event, pack up, and debrief;
- Develop the site design with the committee;
- Coordinate event merchandise;
- Develop and coordinate an efficient Volunteer Management System;
- Be the initial point of contact for any ad hoc business &/or community liaison;
- Coordinate general event enquiries;

Marketing Management

- Develop marketing strategy and annual marketing plans;
- Implement marketing activity as per annual plan;
- Coordinate digital and print content including, but not limited to, program, flyers, feature, website, social media and media;
- Coordinate website upgrades and social media implementation;
- Create and distribute media releases;
- Source statistics to measure the effectiveness of marketing activities.

Event Development & Growth Support

- Source post event feedback from stakeholders – markets, sponsors, participants, visitors;
- Coordinate the annual post event review process, culminating in an annual review report with recommendations for enhancements;
- Support the committee in new event development each year.

Administration

- Be the contact for event enquiries and operations management;
- Ensure the destination's tourism staff are well informed of the event and visitor centres are proactively promoting the event;
- Liaise with stakeholders such as venues, contractors, suppliers, Council etc.;
- Ad-hoc administration and clerical duties – including but not limited to, day to day office duties, reception, maintain image and video library, database management, email outs etc.

KEY PERFORMANCE INDICATORS (KPI'S)

Event Management

- KPI 1 Ensure open communication channels, flagging issues immediately to the appropriate coordinator, manager or committee member
- KPI 2 Be across all details to ensure that all sections and elements of the event are clearly understood. Check and double check! Ensure accuracy.

Marketing Management

- KPI 3 Ensure work completed is accurate and timely.
- KPI 4 Achieve KPI's and targets set within the annual marketing plan.

Event Development & Growth Support

- KPI 5 Ensure all elements of the annual post event review process are accurate and handled in a timely manner.

Administration

- KPI 6 Ensure all work is accurate and issues are flagged well in advance of any foreseeable issues arising;
- KPI 7 Brief the committee regularly and ensure transparent and open communication.
- KPI 8 As the direct contact, ensure all dealings with internal and external stakeholders are courteous and professional in nature.

WORKPLACE HARASSMENT

It is the policy and objective of [Your Event] to ensure there are no occurrences of harassment within our committee or event management team. The Event Coordinator has a clear responsibility to ensure that they do not engage in any type of behaviour that may be unwelcome and unsolicited, nor that a person could consider to be offensive, intimidating, humiliating or threatening.

NECESSARY SKILLS & EXPERIENCE (SELECTION CRITERIA):

(R) - Required / (D) - Desirable (training could be provided)

- Experience in an event coordination, tourism, public relations or marketing role (minimum 3 years) (R)
- Ability to work calmly under pressure and within tight deadlines (R)
- Demonstrated creative ability and developed negotiation skills (R)
- Excellent time management skills (R)
- Positive, enthusiastic and “can-do” approach (R)
- Proven experience working effectively in a team-oriented environment ®
- Experience in a front-line customer service environment (R)
- Demonstrated ability to effectively liaise with a diverse range of people and different audiences (R)
- Effective written and verbal communication skills (R)
- Tertiary qualification in business, tourism or hospitality and experience in a similar 'project officer' type role would be advantageous. (D)
- Possession of a current “C” Class Driver’s Licence (R)

PERSONAL COMPETENCIES

- Result- focused, resilient, encouraging and inspiring of others
- Display personal characteristics of trust, respect, integrity and fairness
- Provide excellent customer service in a pleasant, accurate and timely manner
- Actively work cooperatively in a team environment
- Be proactive in opportunities to engage in learning and process improvements
- Have confidence in networking and developing new relationships
- Understand and develop knowledge in applying Workplace Health & Safety practices
- Understand and commit to the principles of anti-discrimination, workplace harassment and equal opportunity within our workplace

.....
Signature of President

Date:

.....
Signature of Individual

.....
Name of Individual

Date: