

Position/s Description

MAJOR EVENTS PRODUCER (POS1339 / POS1587)

Directorate	Community & Lifestyles
Department	Major Events
Reports to	Strategic Events Lead
Number of Direct Reports	0
Position Grade	Grade 13 35 hours week / 7-day bandwidth
Employment Type	Permanent Full Time
Primary Location	Liverpool Powerhouse, Liverpool Civic Place and event locations across Liverpool LGA
Date Approved	

Our Culture

We believe in the future of Liverpool and that our future is best described in the Community Strategic Plan (CSP).

We're a connected team with a shared purpose, determined to get the best results on the things that matter most for our community and people. We live our culture with a mindset of "A better way – every day."

**WORKING
TOGETHER**



**COMMUNITY
FOCUS**



ACCOUNTABILITY



**GROWTH &
DEVELOPMENT**



INNOVATION



Intent and Primary Purpose of the Position/s

To coordinate and deliver Council high-profile events and activations to a high standard across Liverpool LGA, including Liverpool Powerhouse and CBD precincts, and assist in the conceptualisation, planning and delivery of new events aligned to Council strategic objectives.

Position Outcomes and Accountabilities	
Outcomes Delivered	Performance Standard
Major event programming and delivery	Produce and lead the programming and operational delivery of Council's high-profile and large-scale public events in accordance with approved briefs, budgets and project management frameworks, ensuring alignment with Council's strategic direction. Develop and implement detailed production schedules for each event, managing multiple projects concurrently and coordinating multiple production schedules across each event to ensure key milestones, deliverables and operational requirements are effectively planned and delivered.
End-to-end event project management	Coordinate assigned events from concept development through planning, logistics, onsite delivery, stakeholder management and post-event evaluation, ensuring successful outcomes and timely completion.
Event innovation and continuous improvement	Contribute to the creative and strategic development of existing and new events, incorporating stakeholder feedback, industry trends and innovative approaches to enhance event quality and community experience.
Strategic event integration	Identify opportunities to align events with broader organisational initiatives, leveraging existing programs, partnerships and resources to improve efficiency and maximise community outcomes.
Delivery of Council events program	Successfully deliver a diverse portfolio of events across the Liverpool LGA, including Liverpool CBD, Liverpool Powerhouse and other locations, as well as Council-led and internal events, meeting operational and strategic objectives while contributing to the development, improvement and uplift of existing event programs, processes and delivery methodologies.
Budget and financial management	Prepare, manage and monitor event budgets, negotiate contracts and fees, administer financial processes, and provide accurate post-event financial reporting and acquittals.
Event governance, planning and risk management	Deliver events in accordance with Council's project management framework, including approvals, proposals, risk assessments, stakeholder consultation, reporting and evaluation requirements.

Funding, sponsorship and revenue generation	Identify and secure external funding opportunities, conduct post event grant acquittals, develop sponsorship proposals and support sponsorship negotiations to enhance event sustainability and financial performance.
Marketing and audience development	Develop detailed marketing briefs and collaborate with Communications and Marketing to increase attendance, community engagement, brand recognition and awareness of Council events.
Policy and procedural development	Contribute to the development, implementation and review of event policies, procedures, tenders and operational documentation, ensuring contemporary and compliant practices.
Event advisory and support services	Provide professional advice and operational support to internal and external event organisers, ensuring best-practice event planning and delivery across Council.
Contractor, supplier and workforce management	Coordinate and oversee contractors, stallholders, suppliers, performers, artists, staff and volunteers, ensuring service quality, compliance and effective event operations.
Stakeholder relationship management	Develop and maintain productive relationships with Council departments, government agencies, event producers, venue operators and other stakeholders to support successful event outcomes.
Community engagement and collaboration	Work collaboratively with Council committees and community stakeholders to increase participation, engagement and contribution to Council's events and strategic objectives
Industry knowledge and legislative compliance	Maintain current knowledge of industry trends, market developments, legislative requirements and regulatory changes, applying best practice to the delivery of public events and mass gatherings.

Decision Making Authority and Responsibilities	
Decision Making	Make recommendations on event strategies, coordinate and deliver approved events, supervise contractors and staff, and authorise expenditure within delegation.
WHS Responsibilities	Comply with Council WHS policies, undertake risk assessments, ensure safe event operations and contractor compliance.
Enterprise Risk Management Responsibilities	Identify, assess and manage event risks and escalate significant risks to management.
Financial Delegation	As per relevant delegation schedules.

Key Relationships	
Who	Why
Strategic Events Lead	Direction, approvals, reporting and strategic alignment
Mayor & CEO's Office	Coordinate high-profile civic events, support protocol requirements, provide event updates and ensure alignment with Council priorities.
Director Community & Lifestyles	Strategic planning, reporting, approvals and alignment of the events program with community and organisational objectives.
Manager Cultural Venues & Events	Collaborate on strategic planning, programming and delivery of events across shared portfolios. The Major Events team forms part of the Cultural Venues and Events portfolio which includes Liverpool Powerhouse. This requires close coordination to align priorities, optimise resources, enhance audience engagement and deliver cohesive event outcomes across Liverpool City Council.
Events Assistant Producers	Provide direction, leadership and oversight to multiple Events Assistant Producers across multiple event projects, ensuring clear allocation of responsibilities, priorities and deadlines. Support Event's Assistant Producers in the planning and delivery of events, provide guidance and mentoring, monitor progress and quality, and ensure production tasks are completed in line with event objectives, timelines and Council requirements. Maintain clear communication across projects and provide support to resolve issues, manage competing priorities and ensure consistent delivery standards across the Major Events program.
Internal Council Departments	Collaborative event planning and delivery.
Suppliers, Performers & Contractors	Procurement and event delivery.

Position Requirements
Qualifications, Knowledge, Skills and Experience

Essential:

- Tertiary qualifications in production or events management and/or equivalent industry experience
- Class C Driver's license
- Demonstrated experience in event management and operations, including the planning and delivery of large-scale, complex indoor and outdoor events
- Highly developed project management, organisational and time management skills, with sound logistical knowledge and the ability to develop and effectively utilise detailed production, bump-in and bump-out schedules.
- Demonstrated ability to establish clear roles and responsibilities across production teams and event delivery staff, coordinate multiple priorities and ensure all aspects of event delivery are effectively planned and delivered within required timeframes
- Strong communication, stakeholder engagement and negotiation skills, with the ability to build effective relationships across diverse audiences
- Proven ability to work independently and collaboratively within a team environment to achieve successful outcomes
- Sound understanding of Council-specific protocols and processes, including Mayoral engagement forms, Councillor memoranda and civic and official invitations, with the ability to work within required timelines to ensure Councillors, the Mayor and their offices receive appropriate notice and information to support their attendance and engagement at events
- Demonstrated leadership and people management skills, with the ability to provide direction, support and oversight to multiple junior staff working across concurrent projects, ensuring clear expectations, appropriate delegation, accountability and consistent delivery of high-quality outcomes
- Well-developed customer service skills and commitment to delivering high-quality community experiences
- Advanced computer literacy, including proficiency in Microsoft Office applications and project management systems
- Sound knowledge of Work Health and Safety (WHS), Equal Employment Opportunity (EEO), ethical practice and diversity principles
- Demonstrated understanding of event legislation, compliance and risk management requirements, including WHS, security, traffic management and Responsible Service of Alcohol (RSA)
- Knowledge of event production, technical services, venue operations, hospitality and audience development practices
- Strong understanding of community engagement and participation strategies, with the ability to develop events that respond to community needs and strategic objectives
- Current knowledge of the events industry, including supplier and contractor management, event operations and

	emerging industry trends
Desirable (if applicable):	- First Aid Certificate - Responsible Service of Alcohol competency (RSA) - Ability to utilise database systems - Ability to communicate with a diverse range of clients - Research and analytical skills - Ability to plan and organise with good attention to detail - Ability to work outside standard Council working hours on a regular basis as required

Signature

By signing below, I understand the contents and expectations of this position description.

Name	Signature	Date

Capabilities for the position

The capability framework outlines the capabilities needed by everyone to work well and be effective in their position. They are expressed as behaviours to provide clarity and a common language to describe the skills and abilities to perform a position at Council.

Core Capabilities <i>Applicable to all positions</i>	Description
Developing Self	Seeks growth opportunities, embraces feedback, and enhances skills and knowledge.
Being Accountable	Takes ownership of actions, delivers on commitments, and ensures transparency and responsibility.
Acting with Integrity	Behaves ethically, upholds values, and acts in the best interest of the organisation and community.
Communicating Effectively	Expresses ideas clearly, listens actively, and tailors communication to the audience's needs.
Working Collaboratively	Works well with others, builds teamwork, and fosters a supportive environment.
Having Resilience	Bounces back from adversity, maintains positivity, and performs effectively under pressure.
Focus Capabilities <i>Most important to be effective in position</i>	Description
Commercial Nous/Acumen	The ability to apply business insight, strategic thinking, and practical solutions for competitive advantage.
Using Data for Decision Making	Collects, analyses, and interprets data to ensure evidence-based, accurate, and effective decision-making.
Influencing and Negotiating	Communicates persuasively, uses negotiation skills, builds consensus, and resolves conflicts constructively.
Thinking Innovatively and Creatively	Encourages new ideas, fosters innovation, and seeks opportunities for creative problem-solving and improvement.
Building Relationships	Establishes positive relationships, builds trust, and fosters partnerships to achieve common goals.
Delivering Outcomes	Sets ambitious goals, measures progress and adapts strategies to ensure effective achievement of objectives.
Focusing on the Community	Provides high-quality service, seeks feedback, and anticipates community needs.
Using Technology and Building Digital Literacy	Adopts technology, enhances productivity, stays updated on advancements, and promotes digital literacy.
People Management Capabilities <i>Required for leadership positions</i>	Description
Inspiring Direction and Purpose	Provides clear vision, motivates others, aligns team efforts with objectives, encourages and empowers achievement.
Managing People	Guides team members, provides feedback, recognises efforts, develops talent, and fosters an inclusive culture.
Managing Reform and Change	Drives organisational change, aligns with goals, engages stakeholders, monitors progress, and adjusts strategies.
Optimising Outcomes	Analyses processes, identifies improvements, implements strategies for efficiency, and uses data for informed decisions.
Practising Sustainability	Implements sustainable practices, balances economic, social, environmental factors, and advocates long-term sustainability goals.
Valuing Diversity and Inclusion	Promotes an inclusive environment, respects diverse perspectives, and advocates for equity and inclusion.