

Directorate:	Community and Culture	Department:	Events
Position Grade:	13	Reports to:	Strategic Events Lead
Last review:	April 2022	Next review:	April 2024
		Version No.:	2.0

Position purpose:

To coordinate and deliver Council's high-profile events and activations to a high standard across Liverpool Local Government Area, including Casula Powerhouse Arts Centre, Carnes Hill and city precincts. The role will also assist in the conceptualisation of new events and logistical planning in order to ensure high impact and alignment with Councils' strategic plan.

Key accountabilities/responsibilities:

- Responsible for:
1. Produce and lead the programming and operational aspects of Council's high profile and large scale public events in line with an agreed brief, budget and project management framework to meet Councils' strategic direction.
 2. Coordinate assigned events as project lead - from conceptual planning, through to delivery of programming and logistics, onsite management, and post-event evaluation.
 3. Contribute to the creative and strategic development of existing and new events, providing insights and fostering collaboration across Council departments and external parties to continuously improve event-goer experience and enhance the quality of our public events to meet strategic outcomes.
 4. Identify opportunities to link events to other organisational activities, and leverage existing programming or relationships to economise and optimise our calendar of events and improve our event offerings.
 5. Deliver a range of high-profile events of varying scale across Liverpool Local Government Area to meet Councils' operational requirements and strategic vision; including within Liverpool CBD precinct, Carnes Hill precinct, Casula Powerhouse Arts Centre and other locations within Liverpool Local Government Area.
 6. Prepare, manage and monitor budgets for event projects, as well as conducting fee and contractual negotiations with performers, artists and contractors. Prepare post-event acquittal and reporting on expenditure & revenue and manage key financial administration including invoicing and refunds.
 7. Produce Councils events in accordance with project management framework including approval protocol, drafting of briefs and proposals, creating cost estimates, conceptual plans, providing initial risk overviews and detailed risk assessment, presentations, facilitating consultation with external and internal stakeholders when required, and conducting post-event evaluation and reporting.
 8. Identify opportunities and apply for external funding, such as grant applications and sponsorship leads. Produce sponsorship proposals in conjunction with Councils' Communications and Marketing team, and together drive discussions and negotiations to improve our financial performance.
 9. Develop detailed marketing briefs to help identify key outcomes to efficiently collaborate with Councils' Communication and Marketing team and drive attendance, brand recognition and awareness of Councils' public events.
 10. Contribute to the development, implementation and review of event policies, tenders, procedures and operational documents.
 11. Provide advice and support to internal and external event organisers across Council when

required.

12. Coordinate the engagement of contractors, stallholders/vendors, suppliers, performers and artists involved in the delivery of the event including the supervision of these parties, and event staff onsite (permanent staff, casual staff, volunteers) including adhering to WHS protocols such as site induction, rostering, management of breaks, heavy vehicle risk mitigation.
13. Develop and maintain professional and productive relationships with various stakeholders including Council departments, government authorities, external event and festival producers and venue owners.
14. Work collaboratively with Councils' committees where appropriate to enhance community engagement and involvement in development of Councils' event plans and strategies.
15. Stay well-informed on industry trends, market developments as well as relevant legislation, regulatory changes applicable to Council and the production of mass gatherings.

Decisions made in the position:

1. Recommending strategies, initiatives and improvements to Councils' events program to enhance our offerings and meet key performance indicators
2. Conceptualisation, coordination and delivery of events upon receipt of brief or Council direction, as steered by the Strategic Events Lead
3. Supervision of contractors, suppliers, volunteers and staff within project management framework for an event and onsite.
4. Expenditure within delegation

Decisions referred:

1. Expenditure outside of delegation
2. Approval of final event plan, including look & feel, site plan and event model
3. Changes to projects and overall agreed work program (event brief)
4. Marketing campaign strategy

Key issues/challenges:

1. Budget constraints
2. Improving the quality and attendance of Council's events
3. Ability to work autonomously and as part of a team
4. Ability to multitask and achieve results under pressure
5. Co-ordinating and aligning council event activities across disparate areas within Council
6. Working key holidays such as New Years Eve, Australia Day and school holidays.
7. Willing to work on a 7 day roster which includes weekends and public holidays to ensure the delivery of events

Key working relationships:

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| <ul style="list-style-type: none"> • Strategic Events Lead • Mayor and CEO's Office • Managers Library and Museum, Children's Services and Casula Powerhouse • Internal staff across Council • Community Development & Planning | <ul style="list-style-type: none"> • Director Community and Culture • Director Casula Powerhouse Arts Centre • Staff in City Presentation Directorate • Communications and Marketing • City Economy • Strategic Grants and Funds Officer |
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POSITION SPECIFICATION

ESSENTIAL CRITERIA

Qualifications/Licences

- Tertiary qualifications in production or events management and/or equivalent industry experience.
- Class C Driver's Licence.

Experience

- Demonstrated experience in relevant events management / operations.
- Strong audience engagement, staff and time management skills.
- Proven ability to plan large scale and complex events, both indoor and greenfield.
- Superior oral and written communication skills with extensive experience in negotiation and ability convey information to people of diverse backgrounds.
- Superior customer services skills.
- Ability to work on multiple projects at a given time, to prioritise work and meet project deadlines.
- Ability to work both autonomously and as a member of a cohesive work team.
- Excellent computer skills, including proven proficiency with Microsoft Outlook, Excel, Word, and project management software.

Knowledge and Skills

- Knowledge of Work Health and Safety practices, the principles of Equal Employment Opportunity, ethical practice and multi-cultural diversity
- Effective working knowledge of audience, engagement growth and participation strategies.
- Understanding of statutory requirements, in particular WHS, Responsible Service of Alcohol and Security/Traffic Management.
- Knowledge of audience needs and safe working capacities relative to venue space and capacity.
- Events Industry knowledge and key contact list of event suppliers and contractors.
- Understanding of community cultural development practices.
- Knowledge of elements of production, technical services, front of house and hospitality services.
- Knowledge of local audience and audience development and engagement practices.

DESIRABLE CRITERIA

Qualifications/Licences/Experience/Knowledge and Skills

- First Aid Certificate.
- Responsible Service of Alcohol (RSA) competency.
- Ability to use 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.

**LIVERPOOL
CITY
COUNCIL**



Our vision:

**Aspiring to do great things – for ourselves,
our community and our growing city.**

Our values:

Ambitious

Authentic

Collaborative

Courageous

Decisive

Generous