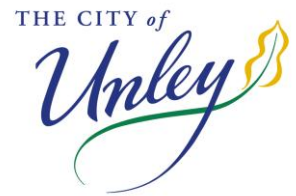


POSITION DESCRIPTION

CORPORATION OF THE CITY OF UNLEY



1. JOB IDENTIFICATION:

Title of Position: EVENTS AND ACTIVATION COORDINATOR
Business Unit: COMMUNITY CONNECTIONS
Reports to: TEAM LEADER COMMUNITY & CULTURAL DEVELOPMENT
Classification: MOA 5

2. POSITION OBJECTIVES:

The Events & Activation Coordinator is responsible for:

- Coordination and delivery oversight of Council's annual events and activation program, ensuring events are delivered on time, on budget and to agreed outcomes.
- Managing event contractors, suppliers and delivery partners to ensure quality, safety, compliance and value for money.
- Coordinating internal and external stakeholders to support effective event planning, approvals, logistics, communications, risk management and evaluation.
- Overseeing the City of Unley's Community Event Sponsorship Program and event permit processes.
- Supporting businesses and community event organisers to activate local places and deliver successful events.
- Attracting new and diverse event offerings to the council area that contribute to community, cultural and economic outcomes.



Better Together



Be Progressive



Strive for Excellence

3. KEY RESPONSIBILITIES:

Project management and delivery oversight of Councils activation and event program:

With key stakeholders, lead the planning of Council's annual activation and event program by:

- Identifying priority places and spaces for activation that supports economic and cultural development, boosts visitation, influences usage, builds community connections and fosters placemaking.
- Manage a mix of events and activations which deliver on the strategic priorities of Council and meet community demand.
- Encouraging year-round visitation, including events occurring in winter or shoulder seasons.
- Securing sponsorship of larger Council-led events and activations.

Manage Council's event program using a structured project management approach which includes:

- Support the development of project scopes, schedules, budgets, risk registers, procurement documentation, communication plans and delivery plans for Council-led events.
- Managing requests for tender quotations, contracts, supplier briefings and contractor performance to support high-quality event delivery.
- Preparing budget proposals, monitoring expenditure, managing variations and ensuring events are delivered within approved budgets.
- Maintaining preferred supplier arrangements and a current database of providers, contractors and delivery partners.
- Overseeing contractors, suppliers, staff and volunteers in the preparation and delivery of Council-led events, with a focus on coordination rather than hands-on event production.
- Coordinating cross-council teams to support the planning and delivery of events. Specifically work with the:
 - Economic Development team to ensure Council and community events contribute to the vibrancy and prosperity of Main Streets and the local economy.
 - Communications team to develop and implement Marketing and Communications plans that promote Council and community activations and events.
 - Depot team to manage road changes, waste management, site preparation and remediation.
 - Personal Assistant to Mayor and CEO to coordinate Elected Member and Mayor involvement.
- Overseeing event operations including risk management, site management plans, contract deliverables, supplier coordination and the involvement of casual staff, volunteers, attendees, sponsors, VIPs and Elected Members.
- Reviewing and evaluating activations against Council strategies, plans and set KPIs, and developing a summary of learnings and recommendations.

Building the capacity of businesses and community event organisers to successfully activate local places and delivery successful events.

- Provide support, assistance, and advice for businesses and community event organisers in the scoping and delivery of local events and other forms of activation.

Community Event Sponsorship Program

- Develop, maintain, and regularly review the Community Event Sponsorship Program Guidelines and supporting documentation.
- Manage the delivery of the Community Event Sponsorship Program including promotion, administration, evaluation against program guidelines, Council report preparation, development of agreements and management of partnerships.

Events Permits

- Develop, maintain, and regularly review the Event Permit Application form and support documentation.
- Manage the delivery of Event Permits including administration, evaluation, and issue of permits.
- Provide mentoring, support, assistance, and advice for event organisers in the scoping and delivery of their events.

Event attraction

- Support the attraction of a range of high-quality events to the City of Unley, providing expert advice and support to facilitate their safe and successful delivery.

General events activities

- Develop, implement, and review strategies, policies and procedures associated with managing and staging events and other activations within the City of Unley.
- Prepare and present reports and updates when required to Council on the development, progress and evaluation of events, activations and associated activities.
- Liaise with relevant authorities and licensing bodies to ensure Council and community events are delivered in-line with legislation and Council policies and requirements.
- Develop, maintain, regularly review, and update website content and printed collateral in relation to the events function which may include the Events Toolkit, Events Permit form, Events Calendar, and Community Events Sponsorship program.
- Liaise with key stakeholders including Elected Member working groups, trader associations, community groups, residents, contractors, and sponsors as required.
- Build and maintain networks within the event industry, arts community, businesses, and other relevant organisations.
- Comply with the City of Unley Records Management Policy, procedures and practices for all records created and received.
- Undertake other community development and related projects as required.
- Oversee appropriate management of event assets and storage requirements through contractors, suppliers or internal resources as required.

Staff must comply with WHS and Return to Work SA legislation requirements and relevant WHS policies, procedures and safe work practices implemented by the City of Unley.

Work Health and Safety (WHS) Responsibilities:

- Actively support and contribute to the City of Unley's proactive safety culture by always demonstrating safe behaviours and respectful conduct.
- Identify and promptly report hazards, unsafe conditions, near misses, injuries, incidents, aggression, or property damage to their Program Coordinator.
- Take reasonable care for their own health and safety and ensure their actions do not adversely affect the health, safety, or wellbeing of others.
- Follow all requirements outlined in the City of Unley's WHS Management System, including relevant safe work procedures and emergency protocols.
- Attend required WHS inductions, training, and briefings, and follow all instructions, guidance, and safety advice provided.
- Use plant, equipment, and personal protective equipment correctly and only for its intended purpose and report any defects or damage.
- Immediately cease work and notify their leader if they believe a task presents an uncontrolled or serious risk.
- Raise concerns respectfully where tasks, workload, behaviours, or interactions may present physical or psychosocial risk.
- Support a respectful and inclusive environment free from bullying, harassment, discrimination, or inappropriate behaviour.
- Participate in safety discussions, reviews, or improvement activities where reasonably requested.
- Comply with emergency management procedures, including evacuation and incident response instructions.

SAFE ENVIRONMENT:

- Comply with the City of Unley Safe Environment policy and all relevant policies and procedures.
- Notify the Department of Human Services if, on reasonable grounds, you suspect that a child has been or is being abused or neglected if the suspicion is formed in the course of your work while carrying out official duties.
- Notify the Department of Human Services if, on reasonable grounds, you suspect that an aged and/or vulnerable person has been or is being abused or neglected if the suspicion is formed in the course of your work while carrying out official duties.
- Seek advice and support from your Team Leader, Manager or the People & Culture team if a notification is required.
- Advise your Team Leader, Manager or the People & Culture team if there is a change in your criminal history status and undertake a Department of Human Services Screening every three or five years (time frame is related to specific clearance type), unless more regular screening is required for legislative purposes.

EQUAL OPPORTUNITY EMPLOYMENT:

Contribute to the promotion and adherence of the employee conduct standards and in particular Equal Opportunity by adhering to the provisions of relevant legislative requirements.

Actively support and contribute to the City of Unley's organisational values.

OUR VALUES





Better Together

Looks like ...

- Everyone matters
- Embrace diversity and difference
- Work as a team
- Collaborate with others
- Show care and support
- Share information and share the load
- Celebrate the wins, and the effort to get there



Be Progressive

Looks like ...

- Adapt, experiment and try new ways
- Be agile, open and take the right risks
- Seek new information & perspectives
- Learn and grow
- Embrace challenge and take action
- Shape the future



Strive for Excellence

Looks like ...

- Deliver our best work
- Set the benchmark high
- Be the best at getting better
- Reflect, evaluate and measure
- Achieve outstanding results
- Have pride in working for local government

4. PERFORMANCE AND SKILL REQUIREMENTS:

a) Qualifications/Experience

Essential

- Experience in project managing events, programs or activations from planning through to delivery and evaluation.
- Proven experience managing contractors, suppliers, budgets, schedules, risks and project documentation.
- Proven experience in developing and maintaining positive and effective working relationships with a wide range of internal and external stakeholders.
- Driver's license – 'C' class.

NOTE: Copies of the above listed qualifications/licences/certificates are required as evidence on appointment.

Desirable

- A tertiary qualification in event management, tourism, community development or other relevant discipline.
- A good understanding and experience in event marketing and communications, including implementation of social media campaigns.
- Experience in place activation and community development and/or working in the local government sector.
- Experience in sourcing external sponsorship and grants.
- Experience in tender preparation and contract management.

b) Knowledge

Essential

- Knowledge of the changing landscape of festivals and events, including trends, participation, funding arrangements and contractor-led delivery models.
- Working knowledge of current legislation, procurement requirements, contract management principles and regulations to manage probity risks to Council.
- Knowledge and demonstrated application of best practice event management principles that result in project management plans, budgets, marketing plans and risk management plans developed to a high level.
- A thorough understanding of event production sufficient to brief, coordinate and oversee contractors and suppliers.
- A thorough knowledge of the principles of risk management and emergency response planning.
- Demonstrated understanding of the principles, practices and trends related to community development, placemaking and place activation.

c) Skills

Essential

- Proficiency in the use of Microsoft Suite of Applications, 365, internet technologies and social media platforms.
- Well-developed project management skills, including the ability to manage schedules, budgets, risks, procurement, contracts and reporting.
- Exemplary verbal and written communication skills including capability in public speaking, presentation, and public relations with the ability to negotiate, influence and motivate individuals and manage conflict.
- Demonstrated ability to prepare high quality strategies, action plans, policies, procedures, funding / award applications and reports.
- Demonstrated organisational, time management, decision making, and problem-solving skills.
- Ability to apply creative and analytical skills to oversee event concepts, improve delivery processes and ensure agreed outcomes are achieved.
- Effective financial management skills including the ability to manage and monitor budgets.

d) Personal Attributes

Essential

- Demonstrated alignment to the City of Unley's organisational values
- Ability to work regularly outside of the normal span of hours, including weekends and weeknights in-line with the delivery of the annual Events Calendar.
- A moderate level of fitness to deliver Council events, which include regular lifting, bending, and twisting movements.
- Self-directed, creative, and innovative with superior attention to detail.
- High degree of personal integrity, empathy and self-awareness.
- Highly accountable and accepting of responsibility.
- Strong work ethic and commitment to achieving set outcomes and goals.
- A commitment to internal and external customers showed through timely, reliable, and expert advice.
- Ability to handle difficult, complex situations.
- Ability to multi-task and handle conflicting deadlines.
- Ability to work with people from diverse backgrounds and disciplines.
- Ability to be both a team player and work independently.

By signing this position description, the employee and the employee's manager agrees that it is an accurate reflection of the responsibilities and requirements of the position:

Incumbent:

Date:

Manager:

Date: