

POSITION DESCRIPTION

ROLE:	Events and Partnership Manager Queensland
ROLE PURPOSE:	To strengthen HIA through the development, management and successful delivery of high quality partnerships, events, activities, awards, key publications/communications to achieve strategic, stakeholder and commercial plans.
WHAT DOES THE ROLE DO:	<p>The Events and Partnership Manager will:</p> <ul style="list-style-type: none"> • Manage and deliver events, activities to meet stakeholder expectations, strategic, financial and commercial objectives.in Queensland; • Secure events, communications, and publications partnership revenue and manage partner relationships; • Develop budgets and take responsibility for meeting events and partnership budget targets; • Focus on the delivery of quality events that are of high value to members; • Promote HIA’s events, awards, activities, partnerships and publications to maximise market exposure, including via enhanced social media communication; • Facilitate and coordinate an efficient and professional application and judging process for the Queensland awards programs in line with policies and procedures.
HOW IS THE ROLE DONE:	<ul style="list-style-type: none"> • Manage, promote, and ensure the profitability of HIA’s Event Program in Queensland in line with budgetary targets; • Manage the relationship with existing partners of HIA to ensure continued partnering of HIA Events; • Secure and deliver new partnership revenue to ensure a continued profitable events, communications, and publications revenue pipeline; • Identify cross promotional opportunities through partnership discussions and sell / upgrade partner agreements accordingly. • Identify opportunities for improvement and growth across events, partnerships, publications, communications and HIA products, and facilitate these initiatives; • Develop and implement a communications strategy with national marketing and communications team to ensure effective promotion of HIA Queensland events; • Work to enhance use of social media to promote and highlight the success of HIA events and partnerships;

	<ul style="list-style-type: none"> • Organise pre and post Award media and communications, including press, and other forms of medium to be negotiated (television and radio); • Manage, expand, promote, and deliver HIA's Housing Awards, Kitchen and Bathroom Awards, Apprenticeship Awards and Building Woman Awards in Queensland, including the coordination of entries, judging and event management; • Manage and deliver a range of Queensland events including trade nights, breakfasts, luncheons, conferences, Awards ceremonies and golf days, and additional events as required; • Develop and Deliver annual partnership and events budgets; • Provide ongoing financial management including maintaining accurate and reliable accounts receivable and payable details to enable monthly reporting; • Manage, coach and support the Queensland Senior Event/Event Co-coordinator and other staff and external third party stakeholders; • Work collaboratively with national event and other state managers and coordinators to improve processes and relationships, and to grow the HIA brand; • Build and maintain strong relationships with venue partners and hosts.
<p>KEY ACCOUNTABILITIES:</p>	<ul style="list-style-type: none"> • Meeting and exceeding financial and non-financial targets (i.e. number of attendees, guests, sponsors) for all events and activities; • Revenue and profitability against the Events and Partnership budgets; • Achievement of predetermined targets and high quality standards for the judging of Awards; • Attendance numbers; • Social media 'hits' and other relevant metrics (eg conversion rates); • Member satisfaction of Queensland events; • Publications partnership revenue; • Partner satisfaction; • Delivery of high-quality events within the required timeframes; • Development and maintenance of beneficial and productive relationships with partners and members.
<p>ATTRIBUTES & EXPERIENCE:</p>	<ul style="list-style-type: none"> • Excellent project management experience; • Hands-on and results orientated events professional; • Highly motivated and well organised; • Ability to work within a team environment; • Ability to identify and realise commercial opportunities; • Financial management and sales skills; • Ability to deal with partners at a senior level and ensure delivery of partnership commitments;

	<ul style="list-style-type: none"> • Excellent verbal, written and social media-based communication skills; • Strong presentational skills; • Ability to manage conflicting priorities; • Strong organisational and time management skills and ability to deliver results. 																
REPORTING:	Regional Executive Director Queensland																
FUNCTIONAL RESPONSIBILITY:	<p>The role directly manages the Queensland Senior Event Coordinator/Event Coordinator.</p> <p>The role works collaboratively with:</p> <table border="1" data-bbox="505 640 1281 1663"> <thead> <tr> <th data-bbox="505 640 779 709">Function</th> <th data-bbox="779 640 1281 709">Staff Member</th> </tr> </thead> <tbody> <tr> <td data-bbox="505 709 779 840">Events and Partnerships</td> <td data-bbox="779 709 1281 840">Event Managers, Senior Event Coordinators, and Event Coordinators</td> </tr> <tr> <td data-bbox="505 840 779 936">Marketing and Communications</td> <td data-bbox="779 840 1281 936">Marketing and Communications Mangers, and staff</td> </tr> <tr> <td data-bbox="505 936 779 1033">Policy/lobbying</td> <td data-bbox="779 936 1281 1033">Regional Directors, & Deputy Regional Directors.</td> </tr> <tr> <td data-bbox="505 1033 779 1129">Regional Branches</td> <td data-bbox="779 1033 1281 1129">Regional Branch Managers and Staff</td> </tr> <tr> <td data-bbox="505 1129 779 1331">Policy (Building Services, Workplace Services)</td> <td data-bbox="779 1129 1281 1331">Executive Directors, Assistant Directors, and Advisers</td> </tr> <tr> <td data-bbox="505 1331 779 1562">Commercial Business Units (Training, Business Solutions, Membership)</td> <td data-bbox="779 1331 1281 1562">Business Unit General Managers, Managers, and Staff.</td> </tr> <tr> <td data-bbox="505 1562 779 1663">Administration</td> <td data-bbox="779 1562 1281 1663">Executive Assistant, and Support Staff</td> </tr> </tbody> </table>	Function	Staff Member	Events and Partnerships	Event Managers, Senior Event Coordinators, and Event Coordinators	Marketing and Communications	Marketing and Communications Mangers, and staff	Policy/lobbying	Regional Directors, & Deputy Regional Directors.	Regional Branches	Regional Branch Managers and Staff	Policy (Building Services, Workplace Services)	Executive Directors, Assistant Directors, and Advisers	Commercial Business Units (Training, Business Solutions, Membership)	Business Unit General Managers, Managers, and Staff.	Administration	Executive Assistant, and Support Staff
Function	Staff Member																
Events and Partnerships	Event Managers, Senior Event Coordinators, and Event Coordinators																
Marketing and Communications	Marketing and Communications Mangers, and staff																
Policy/lobbying	Regional Directors, & Deputy Regional Directors.																
Regional Branches	Regional Branch Managers and Staff																
Policy (Building Services, Workplace Services)	Executive Directors, Assistant Directors, and Advisers																
Commercial Business Units (Training, Business Solutions, Membership)	Business Unit General Managers, Managers, and Staff.																
Administration	Executive Assistant, and Support Staff																