

POSITION DESCRIPTION



Title:	Festival and Events Officer
Position Number:	ED40
Classification:	Band 5
Directorate:	Sustainable Development
Department:	Economic Development
Award:	Greater Shepparton City Council Enterprise Agreement / Victorian Local Authorities Award 2001
Incumbent:	

ORGANISATIONAL RELATIONSHIPS

Reports to:	Coordinator – Major Events
Direct Reports:	<ul style="list-style-type: none">▪ Nil
Primary Internal Relationships:	<ul style="list-style-type: none">▪ Major Events Team▪ Economic Development Department▪ Responsible Managers▪ All Staff
Primary External Relationships:	<ul style="list-style-type: none">▪ Specific interest groups and community groups▪ Event organisers▪ Suppliers and contractors. Industry associations▪ Media▪ Volunteers

POSITION OBJECTIVES

Actively support and encourage the community to develop and deliver relevant community, cultural, creative arts and multicultural events and celebrations in Greater Shepparton that are inclusive, sustainable, safe and well supported.

Represent Council in supporting and coordinating Council managed, developed and supported events and festivals whilst pursuing grant funding opportunities relating to community, creative arts, multicultural and cultural events and initiatives.

KEY SELECTION CRITERIA

- Demonstrated experience in event management preferably in community, creative arts, cultural, civic, festivals or celebrations environments.
- Demonstrated ability to communicate with community groups, cultural groups, multicultural groups, arts groups, volunteers and internal and external stakeholders providing quality customer service.
- Demonstrated experience and skills in administration, grant funding submissions and sponsorship proposals, report writing, event systems, compliance and procedures.
- Ability to manage multiple projects and prioritise in order to meet deadlines.
- Detailed knowledge of marketing strategies and contemporary marketing techniques.

KEY RESPONSIBILITY AREAS

- Coordinate allocated Council owned and managed events which may include, but are not limited to:, Converge on the Goulburn and theme based community and major events.
- Coordinate Council's support, sponsorship and relationship management of the Shepparton Carols by Candlelight event.
- Provide support to the Major Events Team to deliver and support other selected major events.
- Ensure events meet Council's requirements in regards to financial management, risk, occupational health and safety, brand and accessibility.
- Provide professional support and advice to civic, community, multicultural, creative arts, cultural events and celebrations within the municipality.
- Identify and actively pursue available grants, funding and acquittals to encourage and facilitate the development of Council owned and managed festivals and other community and cultural events.
- Raise all purchase orders and process invoices to meet Council's procurement requirements.
- In consultation with Council's Communications and Engagement Department, assist with the marketing, media and promotion of Council owned and supported events and festivals.
- Represent Council at appropriate trade shows and industry events as required.
- Undertake relevant research, prepare reports and make recommendations on the events program as required.
- Contribute to the development and implementation of Council's creative arts and cultural policies and program.
- Coordinate relevant initiatives in the Creative Cities strategy regarding the Economic Development Department and the Major Events team.
- Coordinate relevant sponsorship or relationship management of identified Council supported creative arts, culture, multicultural or community events.
- Assist the Team Leader – Major Events to coordinate relevant Grant Programs as required.
- In conjunction with the Coordinator – Major Events and Team Leader Major Events, develop an annual action/work plan based on the key responsibility and accountability areas associated with this position.
- Continue to build Council's systems/processes/event plans for the Major Events Team including annual updates to Council's Community Event planning guide.
- In conjunction with the Team Leader and Coordinator – Major Events, coordinate Council's annual Event Capacity Development Program including relevant workshops and forums for local event organisers.
- Support the development of new community, multicultural, creative arts, cultural events and celebrations within the municipality as per the Economic Development Strategy.
- Develop an annual Business/Action Plan to showcase, grow and support the multicultural events and festivals calendar and initiatives.
- Assist with maintaining the Doyles Road Complex Event Storage facility.
- Maintain accurate record keeping in Content Manager and Event Pro Booking Systems in accordance with Council policies and procedures.
- Demonstrated knowledge of occupation, health and safety and risk management principles.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

This position is accountable for:

- The achievement of agreed, specific performance objectives and outcomes for the position.
- Adhering to and effectively implementing all relevant Council policies, procedures and priorities.
- Coordinating, implementing, reviewing and reporting on event programs.
- Maintaining effective working relationships with all sections of the Council, community and industry specific networks.
- Supporting the Major Events team with the delivery of functions, projects and programs.
- Ensuring that all the resources within their control are utilised as efficiently and effectively as possible, including operating within set budgets.

This position has the authority to:

- Subject to and within the framework of the provisions of relevant legislation and statutory requirements and Council's policies and procedures, the incumbent has the authority to carry out the duties and responsibilities of the position in accordance with established procedures, business rules and standards as approved by Coordinator – Major Events.

Judgement and Decision Making

- Make decisions about the implementation of appropriate work practices to achieve the objectives and responsibilities of the position and to provide effective and quality customer service.
- Advise the Coordinator – Major Events of any issues needing specialist attention.
- Ability to review and solve complex situations or problems using previous knowledge or proven experience. Guidance and advice are always available within the time available to make a choice.

Multiskilling and additional duties

- The incumbent of this position may be directed to carry out such duties as are within the limits of the employee's skills, competence and training, provided such duties do not result in a narrowing of the employee's skill base.

SKILLS AND KNOWLEDGE

Specialist Skills and Knowledge

- Experience and understanding in consistently delivering sustainable, inclusive, creative events to a high quality standard including customer service.
- Experience working with a range of stakeholders including the media and volunteer organisations.
- Experience with risk management and OHS systems and compliance.
- Excellent project management skills.
- Ability to lead community organisations in strategic event planning.
- Understanding of relevant funding organisations such as Creative Victoria, Australia Council, Regional Arts Victoria, Victorian Tourism Industry Council, Multicultural Arts Victoria and Festivals Australia.
- Basic knowledge of the staging/technical requirements of performers.
- Experience with grants and acquittal applications.
- Understanding of technical and operational aspects of projects and events.

Management Skills

- The ability to plan, organise, set priorities and manage own time so that organisational resources are optimised and objectives are achieved within allocated deadlines.
- Effectively managing the projects and programs within the allocated deadline and budget.
- Ongoing commitment to personal and professional development.
- Must meet tight deadlines and balance competing priorities in high pressure situations.

Interpersonal Skills

- Excellent communication skills, customer service skills and experience with developed problem solving skills.
- The ability to work effectively, constructively and successfully as part of a team and with a wide range of people from diverse backgrounds and groups.
- Skills in preparing reports, submissions and applications for grants.
- Ability to present in group settings.
- Ability to consult and communicate with variety of internal and external stakeholders.
- Commit to effective team work and work openly, effectively and cooperatively with other team members.
- Ability to provide accurate and timely information to clients and/or information and support to more senior employees about matters relating to this position.
- Ability to gain trust, cooperation and assistance of the tourism industry and government department and agencies, and other sections of Council.

QUALIFICATIONS AND EXPERIENCE

- Appropriate tertiary qualifications within arts, events, business or marketing, and/or demonstrated experience in events management.
- Experience within an arts and event context, including experience of projects and programs aimed at community cultural development is desirable.
- Traffic Management certification is desirable.

OTHER INFORMATION

This position description is an overview of the role; reasonable adjustments to the role that do not change the overall level, scope or intent of the original position may be discussed and agreed to in consultation with the incumbent.

It is a prerequisite of this position that the incumbent holds and maintains a current:

- Current Working with Children's Check.
- Current First Aid Certificate.
- Current Victorian Drivers Licence
- An ability to work flexible hours including after hours and on weekends.

LEGISLATION

As a Council officer the incumbent is required to be aware of and adhere to the following acts, regulations and codes (as replaced from time to time):

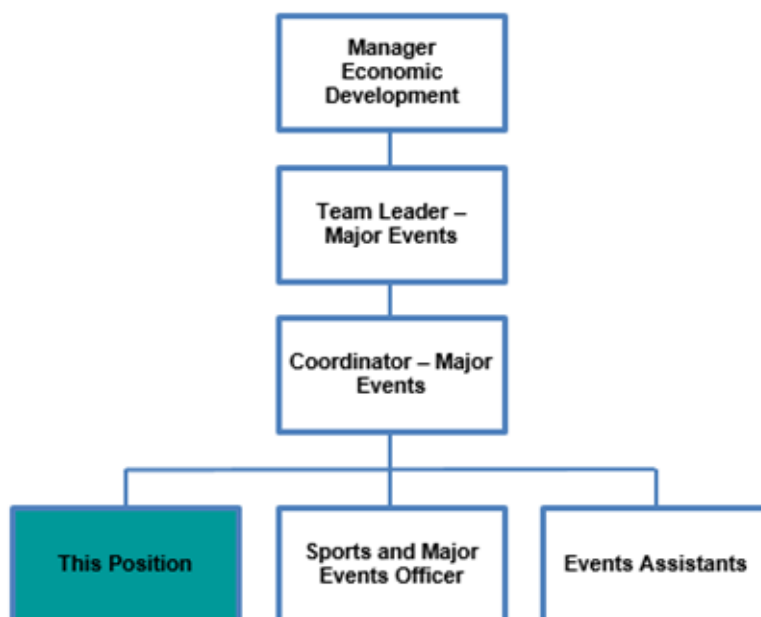
- Local Government Act 2020
- Occupational Health and Safety Act 2004
- Equal Opportunity Act 2010
- Greater Shepparton City Council Corporate Procedure – Employees Code of Conduct

This is not an exhaustive list and individual roles may have responsibilities under other forms of legislation.

ORGANISATIONAL CONTEXT

Departmental Overview

The Economic Development department provides the business and industry development and tourism and events functions of Council including: marketing and promoting Greater Shepparton as the region to live, work, invest in and visit; developing tourism product; delivering special events, festivals, cultural and sporting activities; increasing export opportunities and attracting international investment; CBD revitalisation; managing events facilities; providing visitor information services; managing the Greater Shepparton Business Centre; and coordinating and assisting in the development grant submissions and advocacy on behalf of Council.



VALUES

Our Values reflect what we feel is important. Organisations may have core values that reflect what is important in the organisation.

These values may be guiding principles of behaviour for all members in the organisation.

**Respect first,
always**

We are attentive, listen to others and consider all points of view in our decision making.

**Take
Ownership**

We take pride in honouring our promises and exceeding expectations, and are transparent with and accountable for our actions.

**Courageously
Lead**

We lead with integrity, and stand up and stand by what is in the best interests of the Greater Shepparton Community.

**Working
Together**

We work collaboratively to create higher quality outcomes that are more efficient, thoughtful, effective and responsive. We cannot accomplish all that we need to do without working together.

**Continually
Innovate**

We are open to new ideas and creatively seek solutions that encourage us to do our best for our community.

**Start the
Celebration**

As ambassadors for our people and place, we proudly celebrate the strengths and achievements of Council and the Greater Shepparton Community.

SHARED ORGANISATIONAL RESPONSIBILITIES

Occupational Health and Safety

All employees are responsible for the effective implementation of the Greater Shepparton City Council Safety Management System and demonstrate a commitment to effective risk management and minimisation. This includes:

- Taking reasonable care for their own safety and that of others at work.
- Obey all instructions from their supervisors to protect their own personal health and safety and that of others.
- Actively participate in OH&S training and awareness programs.
- Follow and encourage work group adherence to safe working procedures, instructions, guidelines and practices and recommend change if considered inadequate.
- Using safety devices and PPE correctly and when required.
- Reporting any incidents, near misses or safety hazards to supervisors, management or HSR's.
- Ensuring that they do not endanger any other person through any act or omission at work.
- Ensuring they are not affected by the consumption of alcohol or other drugs, illness or fatigue or endanger their safety or that of others.
- Actively participate in work group OH&S activities such as toolbox sessions.

Customer Service

Our customers are persons or organisations that use or needs a services provided by Greater Shepparton City Council.

We believe service excellence is the ability to provide a high quality consistent and empathetic service to our customers in line with Council objectives and statutory obligations.

Greater Shepparton City Council recognises customer service as a whole of Council responsibility. We will strive to provide service excellence through:

- Informed professional guidance and advice.
- Listening to and understanding our customer needs.
- Developing skilled and motivated staff.
- Strengthening relationships between staff and the customer.
- Ongoing evaluation reporting and continuous improvement.

Recordkeeping

As an employee of the Victorian Public Service Sector, it is your responsibility to ensure you are fully aware of recordkeeping responsibilities detailed in the Greater Shepparton City Council's Records and Information Management Policy, Framework and associated procedures. It is a requirement for all staff to create and capture full and accurate records of all work related decisions and activities into relevant approved corporate systems.

Emergency Management

Greater Shepparton City Council understands and accepts its roles and responsibilities in emergency management operations described in the Emergency Management Act (1986 & 2013) and it is a core function of Council business.

The incumbent may, at times be asked to assist in Council's emergency management operations, within reason.

Risk Management

All employees are to:

- Understand the principles and purpose of Risk Management and the associated framework activities.
- Understand all the risks associated with their activities and assist their Manager/Team Leader in the identification and management of risks.

Child Safety

Council is a child safe organisation with zero tolerance for child abuse. Council adheres to the Victorian Child Safe standards and related legislation and Council acknowledges the cultural safety, participation and empowerment of all children especially children from Aboriginal and Torres Strait Islander, or culturally and/or linguistically diverse backgrounds and those with a disability. As such, all staff must ensure that their behaviours and actions are consistent with these standards.

Climate Emergency

Greater Shepparton City Council recognises the need to urgently address the causes of climate change to ensure our operations and the community are able to adapt to the impacts. All employees are responsible for the effective implementation of the 2030 Zero Carbon Emissions Target and demonstrate a commitment to mitigating and adapting to climate change. This includes:

- Judgement and decision making authority.
- Provision of service to the community.
- Adherence to relevant climate change policies and plans.
- Sustainable procurement – seeking and selecting the lowest carbon option and sustainable option in accordance with procurement guidelines.

INHERENT PHYSICAL AND COGNITIVE REQUIREMENTS

The frequency of the physical and psychosocial demands required of the position are defined as:

Never (N)	Does not occur
Rarely (R)	May occur but does not occur daily or weekly. (1% - 5% of the time spent)
Occasionally (O)	Does occur, time is set aside to perform this activity. (6% - 33% of the time spent)
Frequently (F)	Occurs daily or takes up a large percentage of the day. (34% - 66% of the time spent)
Constantly (C)	Primary activity for this position. (67% - 100% of the time spent)

	N	R	O	F	C
Work Environment					
Indoors					X
Outdoors			X		
Slippery Surfaces		X			
Uneven ground/Sloped areas			X		
Work in isolation			X		
Work in confined spaces		X			
Work at heights		X			
Work in dusty/fumes/foul smells	X				
Exposure to loud noises requiring hearing protection		X			
Exposure to personal waste	X				
Body Posture					
Standing			X		
Sitting					X
Squatting/Crouching		X			
Kneeling		X			
Twisting			X		
Bending			X		
Manual Handling					
Reaching or working overhead (above shoulder)		X			
Reaching forward		X			
Gripping/fine motor movement			X		
Pushing/restraining		X			
Driving a vehicle			X		
Lifting floor to waist			X		
Lifting waist to overhead		X			
Lifting from a truck/trailer			X		
Lifting 0 - <5kg			X		
Lifting 5 - <10kg			X		
Lifting 10 - <15kg			X		
Lifting 15kg+		X			
Carrying awkward loads			X		
Climb steps/stairs/ladder			X		
Exposure to vibration	X				
Psychosocial					
Give direction to others			X		
Dealing with aggressive customers		X			
Dealing with upset customers		X			
Supporting dependent persons			X		

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	N	R	O	F	C
Cognitive					
Written communication					X
Verbal communication					X
Comply with legislation					X
Problem solve			X		
Reason/make sense of things			X		
Make critical decisions		X			
Ensure accuracy/details					X
Remember names/details					X
Show creativity				X	
Examine/observe others		X			
Work quickly					X
Concentrate amid distractions			X		

ACCEPTANCE AND AUTHORISATION

Employee

I have read and understand the requirements and expectations of the Position Description. I agree that I have the physical and cognitive ability to fulfil the inherent requirements of the position and accept my role in fulfilling the key responsibilities and corporate values. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Name: _____

Signature: _____

Date: _____

Authorising Officer

By signing below the Authorising Officer indicates their agreement with and approval of the position description.

Authorising Officer Name: _____

Position: _____

Signature: _____

Date: _____