

Job Description: VIC/TAS Events Manager

About the Property Council	The Property Council of Australia is the champion of Australia's largest industry that employs 1.4 million Australians and shapes the future of our cities. Our members include large and small companies which invest, own, manage and develop all forms of property as well as providers of professional services to the industry.
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Position	VIC/TAS Events Manager
Business Unit & Location	VIC/TAS Commercial Team, Melbourne Office
Reports to	VIC/TAS Commercial Director
Direct reports	VIC/TAS Events Registrar & Receptionist VIC/TAS Events Coordinator

Position Purpose	Develop the VIC & TAS event program in line with our overall business strategy. Other elements of this role include; leading a small team; collaborating with stakeholders to deliver successful financial outcomes from the event program; ensuring member and sponsor satisfaction and contributing as an effective team member to ensure the success of the overall commercial results.
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Relationships	
Key Internal Relationships	VIC/TAS Division staff Property Council commercial staff IT Finance
Key External Relationships	Committee Chairs Sponsor Representatives Speakers Suppliers (venues, catering, AV)

Key responsibilities and tasks		
Key responsibility area	Key tasks	Measure of success
People Management	<ul style="list-style-type: none"> Develop and manage direct reports, providing training and support to assist them in meeting their objectives. Facilitate individual Professional Development activity (in line with company minimum standards). Support organisation policies and directives from senior management. 	<ul style="list-style-type: none"> Staff performance and output in line with objectives (personal development and organisational). Compliance with all Property Council policies and procedures.
Event Content	<ul style="list-style-type: none"> Work with VIC/TAS Commercial Director to design the VIC/TAS event program including: <ul style="list-style-type: none"> overall outline and calendar of events; content design and speaker selection for individual events in 	<ul style="list-style-type: none"> Topical, high-impact event content which generates optimum revenue.

	<p>conjunction with the policy team;</p> <ul style="list-style-type: none"> ○ liaison with and management of speakers across the full event program. <ul style="list-style-type: none"> • Liaise with staff and committees for their input as required while delivering the business plan and division objectives. 	
Event Project Management	<ul style="list-style-type: none"> • Ensure detailed event briefings are prepared within appropriate timeframes to ensure the successful delivery of the entire event program. • Oversee the delivery of events by direct reports to ensure professionalism and maintenance of high standards. • Negotiate agreements with suppliers and venues to ensure optimum financial arrangements and product/service standards. • Oversee documentation for the events; run-sheets, audio-visual content, MC notes and sponsor briefings with attention to implementation of sponsor benefits. • Monitor event and registrations and costs to ensure forecasts are on target and to ensure early identification of requirements for delegate boosting activity. • Facilitate on-ground support for VIC & TAS events. 	<ul style="list-style-type: none"> • Optimum attendance across the calendar of events. • Attendee/sponsor satisfaction with event delivery, staging and content.
Event Marketing	<ul style="list-style-type: none"> • Partner with the Digital Communications and Marketer to design, develop and implement the timely creation of campaigns and event related promotional material based on the event brief and targeted audience. • Lead the Events Coordinators to deliver new and innovative methods of communicating with our targeted markets. 	<ul style="list-style-type: none"> • Event Marketing deadlines met. • Contribute to growth of event attendees.
Financial	<ul style="list-style-type: none"> • Deliver agreed Events revenue in line with annual targets. • Manage and track the VIC & TAS event budgets to ensure target is reached, if not exceeded. • Present regular reporting and forecasts to VIC & TAS Executive and Commercial Directors and recommend appropriate corrective actions if necessary. • Ensure the Events Coordinators are processing invoice in a timely manner. Monitor income vs expenses for each event. • Provide recommendations for cost savings/revenue growth. 	<ul style="list-style-type: none"> • Financial outcomes meet or exceed budget targets set. • The financial information that is supplied is accurate and reliable. • Accuracy of account code allocation and minimal re-work required.

Sponsorship	<ul style="list-style-type: none"> • Conduct research and identify new sponsorship prospects and actively pursue them. • Handle all incoming sponsorship enquiries and develop and negotiate sponsor proposals. • Develop sponsorship prospectus for each event and create marketing materials in conjunction with Marketing Manager. • Actively seeking out additional opportunities for sponsors and liaise with sponsors in the lead-up to Events to ensure delivery and fulfilment of sponsorship agreements. • Conduct post event debriefs with all sponsors. 	<ul style="list-style-type: none"> • Positive feedback from sponsors and high levels of renewals.
Committees	<ul style="list-style-type: none"> • Act as the Property Council representative on committees. • Assist committees by providing information on the wider agenda, guiding on choice of speakers/themes where appropriate and assisting in sourcing speakers. • Follow-up on committee requests for information including reports or research as approved by Property Council. 	<ul style="list-style-type: none"> • Agendas and minutes delivered in a timely and complete manner with a high level of accuracy. • Positive Committee feedback. • Effective delivery of relevant events.
People and Culture	<ul style="list-style-type: none"> • Proactively champion and role model a one-company culture and our company values. • Promote a high performance and accountability culture. 	<ul style="list-style-type: none"> • Consistent demonstration of an energised, collaborative and ownership mindset.

Requirements including essential criteria

Experience and skills	<ul style="list-style-type: none"> • Previous experience in events management. • Ability to multi-task and project manage under pressure and at different stages of the event cycle. • Proven skills in building quality relationships at all levels and engaging stakeholders effectively. • Ability to perform procedural driven tasks and clearly articulate requirements. • An excellent communicator with strong written and verbal communication skills. • Ability to work to tight deadlines often working across multiple key events consecutively in a high-pressured environment. • Strong organisational skills, ability to focus on detail and adapt quickly. • Strategic thinker that likes to problem solve. • Resilient, self-motivated, confident and a team player with a flexible can do attitude.
Knowledge	<ul style="list-style-type: none"> • Advanced knowledge of Microsoft Office and Adobe Creative suite. • Knowledge of working with databases and developing marketing prospect lists. • Knowledge of working with AV, live to screen and other technical event aspects.
Education	<ul style="list-style-type: none"> • Qualification in event management or marketing would be highly regarded. • Event industry association and networks would be advantageous.
Work experience	<ul style="list-style-type: none"> • Experience working in a corporate environment desirable. • Experience implementing strategies and processes and identify new business opportunities and threats.

Essential requirements	<ul style="list-style-type: none">• Rights to work in Australia• Fit, active and able to stand for long periods.• Ability to work in an open-plan work environment with high levels of pressure from time-to-time.• Flexibility to work outside of normal hours.
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