

Job Description: National Programs Manager, National Events & Programs

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	National Programs Manager, National Events & Programs
Location	Any Property Council office
Reports to	Director, National Events & Programs
Direct reports	None

Position Purpose	To manage and lead the Property Council's annual Innovation and Excellence Awards Program. Also lead the National Mentoring Program and Australian Property Hall of Fame induction ceremony (takes place within Property Leaders' Summit second night dinner). Work with the team to support and contribute to the success of all events and programs.
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Relationships	
Key Internal Relationships	<ul style="list-style-type: none"> National Events & Programs team Chief Executive Chief Operating Office Executive Directors Commercial Directors Membership Central Division business and event managers
Key External Relationships	<ul style="list-style-type: none"> Sponsors Awards Judges Members National Mentoring Advisory Board Suppliers Media

Key responsibilities and tasks

Key responsibility area	Key tasks	Measure of success
<p>Awards Sponsorship</p>	<ul style="list-style-type: none"> • Renew partnerships with existing sponsors. Advise existing sponsors of other business opportunities. • Conduct research, map and identify new sponsorship prospects for Awards. • Develop and manage a list of prospective sponsors and actively pursue them. • Handle all incoming Awards sponsorship enquiries • Develop and negotiate sponsor proposals. • Develop sponsorship prospectus for Awards and create marketing materials in conjunction with marketing team. • Attend presentations with potential and existing sponsors. • Liaise with sponsors in the lead-up to and at the event. • Ensure delivery and fulfilment of partnership benefits. • Conduct post event debriefs with all sponsors after the Awards. • Compile and present post event sponsors' report. • Support other national managers in securing sponsors. • Secure contra partners to reduce costs. <p>(These activities to be supported by National Partnerships Manager)</p>	<p>Sponsorship revenue budget met.</p> <p>Sponsorship benefits delivered.</p> <p>Sponsorship retention rates.</p> <p>Diversified sponsorship base.</p> <p>Platform set for future sponsorship revenue growth.</p>
<p>Awards Entries and Judging</p>	<p>Manage the Innovation & Excellence Awards in its entirety,</p> <p>Establish and manage nominations, award entrants and the judging process</p> <p>Respond to enquiries from sponsors, members and non-members.</p> <p>Lead marketing and media activities</p> <p>Liaise with state divisions on state awards</p> <p>Co-ordination of trophies / prizes.</p> <p>Data entry – including maintaining database of potential entrants and awards attendees and event ticket sales.</p> <p>(These activities to be supported by team assistant.)</p>	<p>Awards co-ordinated and delivered to budget.</p> <p>Deadlines met or exceeded.</p> <p>Positive stakeholder feedback.</p> <p>Awards marketing deadlines met</p>

<p>Awards Marketing and Profile</p>	<p>Lead marketing campaign promoting sponsorship opportunities.</p> <p>Lead marketing campaign promoting awards entries</p> <p>Lead marketing campaign promoting the Gala Dinner.</p> <p>Lead marketing campaign to publicise the winners of the awards and boost the profile of the awards, including:</p> <ul style="list-style-type: none"> • Use of media consultants • Media publicity • Property Council communication channels • Awards magazine. <p>(These activities to be supported by national marketing team.)</p>	<p>Strong awareness of awards within industry.</p> <p>Stakeholder feedback of the quality of communications and marketing material.</p> <p>Publication deadlines met.</p>
<p>Awards Gala Dinner</p>	<p>Oversee the coordination of all aspects of the event including, venue, entertainment, catering etc.</p> <p>Collation and distribution of marketing collateral for Gala Dinner</p> <p>Oversee the smooth running of the event.</p> <p>(These activities to be supported by national logistics team.)</p>	<p>Events co-ordinated and delivered to budget.</p> <p>Deadlines met or exceeded.</p> <p>Event attendance against benchmark.</p> <p>Positive stakeholder feedback.</p>
<p>Property Hall of Fame</p>	<p>Manage 'virtual' and 'physical' Hall of Fame. Liaise with inductees.</p> <p>Create Industry Icons video presentations.</p> <p>Integrate Hall of Fame into the Property Leaders' Dinner (night 2 of Summit)</p> <p>Run marketing campaign to promote the Hall of Fame inductees.</p>	<p>Quality of the virtual and physical Hall of Fame.</p> <p>Quality of the announcement event.</p> <p>Post inauguration media coverage.</p> <p>Delivered within budget.</p>
<p>National Mentoring Program</p>	<p>Lead the delivery of the National Mentoring Program</p> <p>Develop and implement a strategy for the program</p> <p>Enhance the quality of the existing program</p> <p>Identify opportunities for continual improvement</p> <p>Work with Commercial Directors to manage offering, participants, and resources for programs</p> <p>Liaise with national and state marketing teams to increase awareness and participation of program</p> <p>Coordinate national events and workshops</p> <p>Reporting on program performance</p>	<p>Program delivered to budget</p> <p>Positive participant feedback</p> <p>Positive sponsor feedback</p> <p>Increased engagement with other business units</p> <p>Deadlines met or exceeded</p>

	<p>Manage National Mentoring Advisory Board</p> <p>Manage national sponsor relationship</p>	
Ad hoc responsibilities	<p>Support and develop other national programs alongside broader team</p> <p>Share initiatives and participate in the creation and management of national programs</p>	<p>National Programs delivered to budget</p> <p>Deadlines met or exceeded</p> <p>Positive stakeholder feedback</p>
Customer Service	<p>Timely response to all enquiries.</p> <p>Awards registrations confirmed in a timely manner.</p> <p>Awards entrants confirmed in a timely manner.</p> <p>National Mentoring participants confirmed in a timely manner,</p> <p>Sponsors followed-up for feedback following event.</p> <p>Ensure good relations with sponsors is maintained</p>	<p>Customer queries responded to in a timely fashion, as required.</p> <p>Positive customer feedback.</p> <p>Positive participant feedback.</p> <p>Positive feedback from sponsors.</p>
Financial	<p>In conjunction with the Director of National Events & Programs, finalise and manage the annual budgets for</p> <p>Innovation and Excellence Awards</p> <p>National Mentoring Program</p> <p>Hall of Fame</p> <p>Meet financial targets.</p> <p>Manage and track sponsorship payments and follow-up outstanding payments.</p>	<p>Growth budgets set.</p> <p>Budgeted targets met.</p> <p>Accuracy and timeliness of billing.</p>
People and Culture	<p>Proactively champion and role model a one-company culture and our company values.</p> <p>Promote a high performance and accountability culture.</p>	<p>Consistent demonstration of an energised, collaborative and ownership mindset.</p>

Requirements including essential criteria	
Experience and Knowledge	<p>At least 5 years' experience in the event industry, managing and co-ordinating events and at managing a multitude of tasks.</p> <p>Proven track record in business development / sales and marketing.</p> <p>Computer literate including preparation of business correspondence and data entry.</p> <p>Understanding of the property industry.</p>
Skills and Competencies	<p>Strong interpersonal skills (in particular assertiveness and patience), and ability to build and maintain relationships with others.</p> <p>Strong verbal and written communication.</p> <p>Demonstrated ability to effectively manage time, a multitude of tasks and to prioritise.</p> <p>Ability to work as a member of a team and independently.</p> <p>Self-starter.</p> <p>Ability to work to and ahead of deadlines.</p> <p>Strong attention to detail.</p>
Education	<p>Qualifications in event management, sales or marketing related field is desirable.</p>
Essential requirements	<p>Long and irregular hours will be required from time to time.</p> <p>Travel to awards / events (local and/or interstate).</p> <p>Occasional weekend work.</p> <p>COVID-19 Vaccination – In addition to the Property Council's premises requiring full COVID-19 vaccination as a condition of entry, the Property Council also requires the incumbent to be fully vaccinated with an approved COVID-19 vaccine. Fully vaccinated means an initial double dose, with an on-going requirement to receive COVID-19 vaccine booster doses as recommended from time to time.</p>

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