Position Description

**Title:** Director of Events & Domestic Protocol

**HEW Level:** Level 10

**Faculty/Office:** DVC Corporate Engagement and Advancement

**Position Number:**

**Department/Team:** Events & Domestic Protocol

**Date:** January 2018

**Position Purpose:** To develop and implement the University’s events strategy, including oversight of domestic protocols, to deepen internal and external engagement and enhance the University’s reputation.

**ORGANISATIONAL CONTEXT**

The Office of the Deputy Vice-Chancellor (DVC), Corporate Engagement and Advancement is accountable for achieving the strategic goals for the University with regard to corporate engagement, advancement and the Macquarie University brand.

- **Events & Domestic Protocol** who develop, manage and produce a range of events to enable engagement and socialising, provide information or award and congratulate staff. The events contribute to the University’s image and reputation, encourage participation within the University, engage the wider community, showcase the University.
- **Group Marketing** who manage and promote the University’s brand, reputation and achievements. It supports the University in delivering programs that differentiate the University’s brand and drive growth in our domestic and international market across all student cohorts.
- **The Office of Advancement** who lead and support the University’s fundraising and alumni relations endeavours.
- **Corporate Engagement** who identify, develop and grow relationships with local, national and international corporate partners to support University goals. This includes leading the Macquarie Park Innovation District and the university incubation and entrepreneurship program.
- **Future Students** who develop and implement strategies and initiatives aimed at attracting and converting domestic undergraduate and postgraduate coursework students.

**ORGANISATION CHART**

![Organizational Chart](chart.png)
<table>
<thead>
<tr>
<th><strong>KEY ACCOUNTABILITIES</strong></th>
<th><strong>POSITION CONTEXT</strong></th>
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</table>
| • Develop and oversee the implementation of the University’s events and domestic protocol strategy in consultation with key stakeholders including the CMO, and in alignment with the University’s goals and objectives.  
• Oversee the development and delivery of domestic delegation and visitor programs aimed at profiling the University.  
• Implement and drive event and protocol quality measures to ensure consistent service delivery against event strategy and objectives.  
• Implement and drive an Event Return on Investment Framework to ensure cost benefits realisation.  
• Engage with the CMO and Executive to scope, design and develop event concepts for University wide and/or large scale events.  
• Oversee the management of event planning and implementation of MQ University wide and/or large-scale events including flagship, ceremonial and high profile events, ensuring stakeholder requirements, agreed timeframes and budget are met.  
• Oversee the assessment, development and implementation of WHS risk management plans for major and special University events.  
• Negotiate and manage agreements, which support the attraction of targeted range of events to Macquarie University.  
• Identify, evaluate and mitigate any potential and/or escalated reputation and brand risks to protect the University.  
• Design, develop and implement policies, processes and procedures with the aim of improving the efficiency and effectiveness of event planning and delivery.  
• Develop, manage and monitor the Events & Domestic Protocol Unit’s budget.  
• Manage, coach and set the direction for the Events & Domestic Protocol teams.  
• Build and maintain relationships with internal and external stakeholders.  
• Comply with relevant EEO and WHS regulations  
• Perform any other duties as required and appropriate for this classification. | **Reports to:** DVC, Corporate Engagement and Advancement  
**Positions Reporting to:** Direct: 5  
Indirect: 15  
**Key Direct Clients:** • Executive  
• Office of the Vice Chancellor  
• Offices of the Executive Deans  
• Offices of the DVCs  
• Office of Advancement  
• Group Marketing  
External contacts including government and industry executives  
**Other Key Relationships:** • Heads of Office  
• MQ staff  
**Budget Accountability:** Approximately $3.5Million  
**Role-specific Conditions:** • Weekend and evening work required  
• Domestic travel required  
**Scope and autonomy** Identifies University wide current and emerging issues and develops appropriate policies, strategies and/or programs.  
**Problem solving** Manages significant organisational problems and/or issues and undertakes complex strategic planning and decision-making. |
## CAPABILITY FRAMEWORK

Capability Frameworks describe the behaviours, skills, attributes and experience required to successfully perform a position or group of similar positions.

<table>
<thead>
<tr>
<th>COMPETENCIES</th>
<th>Clusters of behaviours required for successful performance.</th>
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</thead>
<tbody>
<tr>
<td>Influencing and Persuading:</td>
<td>Building commitment by convincing others and winning them over to a particular point of view.</td>
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<tr>
<td>Delegating:</td>
<td>Enlisting the talents of others to help meet objectives by giving them important activities and sufficient autonomy to exercise their own judgement.</td>
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<tr>
<td>Setting Expectations:</td>
<td>Stating clearly what is expected from others, clearly expressing ideas, and maintaining a precise and constant flow of information</td>
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<tr>
<td>Tracking Performance:</td>
<td>Taking nothing for granted and persistently monitoring the progress of activities to ensure they are completed on time.</td>
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<td>Giving Feedback:</td>
<td>Letting others know in a respectful, supportive and straightforward manner what is expected of them, how they have performed and if they have met needs and expectations.</td>
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<tr>
<td>Delivering Outcomes:</td>
<td>Holding high expectations for and pushing self and others to achieve at high levels.</td>
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<tr>
<td>Innovating:</td>
<td>Feeling comfortable in fast-changing environments and being willing to take risks and consider new and untested approaches.</td>
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<tr>
<td>Developing Capability:</td>
<td>Coaching, mentoring and supporting others to develop their competence and confidence for performance and growth.</td>
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<tr>
<td>Developing Strategy:</td>
<td>Taking a long-range, broad approach to problem solving and decision making through objective analysis, thinking ahead and planning.</td>
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<thead>
<tr>
<th>ATTRIBUTES</th>
<th>Personal qualities related to successful performance.</th>
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<tbody>
<tr>
<td>Resilience:</td>
<td>Dealing effectively with and recovering quickly from setbacks or pressure.</td>
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<tr>
<td>Accountability:</td>
<td>Assuming responsibility for making decisions and delivering agreed outcomes.</td>
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<tr>
<td>Integrity:</td>
<td>Maintaining confidentiality, discretion and professionalism.</td>
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<tr>
<td>Flexibility:</td>
<td>Responding effectively to unexpected or changing circumstances.</td>
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<td>Assertiveness:</td>
<td>Being willing to openly express ideas and opinions and justify these when questioned.</td>
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<td>Interpersonal Impact:</td>
<td>Making a positive impression on others in a range of interpersonal contexts.</td>
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<tr>
<td>Creativity:</td>
<td>Questioning the status quo and suggesting non-traditional and/or original approaches and solutions.</td>
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<tr>
<td>Energy:</td>
<td>Thrives on activity and willingly puts in additional effort when required.</td>
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## REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

- Degree or equivalent experience in events management, business administration or related discipline.
- Knowledge of domestic protocols as they relate to government and industry and higher education.

## ACQUIRED KNOWLEDGE
Organisational and/or professional skills and information to be developed within the first 3 to 6 months in the role for successful performance.

- Understanding of the external market/context relevant to events management and protocol management.
- Knowledge of University policies, systems, processes and procedures and how to adapt these at the faculty/office level.
- Knowledge of how the University works and how relevant functions across the University interrelate.

## KEY EXPERIENCES
Practical experiences and exposure to specific environments or activities related to successful performance.

- Developing and implementing strategic event calendars and plans.
- Extensive experience developing events briefs for clients with high expectations.
- Working with a range of corporate and government executive and/or senior employees.
- Designing and executing large and/or complex events within budget.
- Managing high performing teams working within tight delivery times.
- Building and managing relationships with stakeholders.
- Negotiating and liaising with external contractors and suppliers.
- Influencing and persuading key stakeholders.
- Developing policies, processes and procedures relating to event management and protocol.