**POSITION DESCRIPTION**

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| **Position Description Classification Approved** | **Date** |
| Human Resources Branch | 2/10/2024 |

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| **POSITION DETAILS** |  |
| **Position Title:** | **Event Communications Coordinator** |
| **Position Number:** | 00013378 |
| **Classification:** | HE06 |
| **Faculty/Division:** | Division of External Engagement |
| **School/Branch:** | Marketing  |
| **Reports to (position title):** | Events Manager |
| **Delegations:** | Relevant Financial delegations as prescribed to this position in the University’s Delegations Table. |
| **Special Conditions:** | * Reasonable workplace adjustments will be made for people with a disability
* Out of standard hours work (as required)
* Inter/Intrastate travel (as required)
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| **Significant Working Relationships:** | * Events team, Marketing branch, External Engagement division
* University Academic Faculties
* Sponsors and partnerships
* Key internal and external stakeholders and business partners
* External vendors
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| **POSITION SUMMARY** |
| The University of Adelaide is a large and successful university in Australia’s Group of Eight research intensive universities, distinguished by its international reputation and commitment to innovation and excellence in research and teaching. The Division of External Engagement supports the growth and success of the University through the development of partnerships and delivery of engagement programs that enhance reputation, grow revenue, and create positive, lasting change in the communities where the University engages. A hub of connectivity for transformative collaboration, the Division is the custodian of brand, reputation and relationships and champions of the University’s ability and potential to achieve impact and influence across research, education and engagement. The Division comprises Marketing, Advancement, Media & Corporate Relations, Future Students, Global Engagement and Children’s University. The Division oversees strategy and delivery of the University’s key services in domestic and international student recruitment, admissions, global engagement, alumni relations and philanthropy, media and corporate communications and industry and government partnerships and volunteers, among many others. The Marketing branch provides leadership in positioning the University of Adelaide within the higher education sector, both in Australia and globally; and contributes significantly towards the University’s financial targets through driving student revenue generation, reputation development and relationship building. The Marketing branch is responsible for strategic marketing, communications and events that enhance the University of Adelaide’s brand, increase engagement and ensure business sustainability through generating student demand. The branch delivers a suite of effective marketing services. Reporting to the Events Manager, the Event Coordinator is responsible for event coordination and communication, event sponsorship leveraging and reporting. This role is responsible for l developing and coordinating effective quality systems and procedures, relating to project management aspects of each event including logistics, communications, invitations, sponsorship and stakeholder liaison.  |

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| **KEY RESPONSIBILITIES** |
| **Communication** | * Work with Marketing staff in the External Engagement division to prepare and coordinate collateral and communications for events
* Event materials design coordination
* Coordinate communications (internal and external) for events
* Coordinate annual communications plan for Marketing events in consultation with Marketing staff in the External Engagement division and prepare event-specific communications plans
* Coordinate invitation lists, invitation/registration/ticketing platforms and prepare guest lists, protocol and seating plans
* Liaise with staff in External Engagement division to promote and report on events
* Ensure the areas of the External Engagement division website that pertain to events and sponsorship acknowledgement is accurate and current
* Working with the Event Manager coordinate briefings, reports and debriefings for External Engagement division events
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| **Sponsorship**  | * In consultation with the Event Manager coordinate sponsorship leveraging opportunities as per the rights and benefits of both incoming and outgoing sponsorship partners, in line with the University’s Corporate Sponsorship Guidelines and Framework.
* Contribute to identifying, securing and maintaining direct partnerships for events across the Faculties and the External Engagement division
* Work with and provide advice to the Media and Corporate Relations team to plan, coordinate and implement sponsorship events
* Coordinate sponsorship:
	+ activations
	+ ticketing
	+ education and research benefits
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| **Event Management** | * In consultation with the Event Manager, develop a suite of project management templates and tools for events across Faculties and the External Engagement division.
* Work with the Event Manager to plan, coordinate, implement, and evaluate events for Faculties and the External Engagement division
* Coordinate and maintain the campus wide calendar
* Produce relevant event documentation to ensure smooth coordination of all Faculty and External Engagement events
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| **Team Work** | * Actively contribute to building an engagement culture across the University
* Contribute as a member of the Events team, supporting colleagues to achieve team goals and outcomes
* Collaborate with Corporate Relations sponsorship team members, External Engagement Senior Marketing Coordinator and Faculty Marketing teams regarding event communications, sponsorships and events.
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| **PEOPLE MANAGEMENT RESPONSIBILITIES** |
| * Ensure a safe work environment and compliance with University HS&W policies and legislation.
* Provide induction to new staff members.
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| **CAPABILITIES AND BEHAVIOURS** |
| Use the [Capability Dictionary](https://www.adelaide.edu.au/hr/ua/media/1605/rec-core-capability-dictionary.pdf) to identify the capabilities associated with the classification of this position. Staff are required to read and understand the capabilities and associated behaviours that align with the classification of this position. |

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| **UNIVERSITY EXPECTATIONS** |
| Staff are required to read, understand and comply with all University policies, procedures and reasonable direction, whilst demonstrating professional workplace behaviours in accordance with the University’s Code of Conduct |

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| **STAFF VALUES AND BEHAVIOUR FRAMEWORK** |
| Our culture is one that welcomes all and embraces diversity consistent with our [Staff Values and Behaviour Framework](https://www.adelaide.edu.au/hr/organisational-development/university-values) and our Values of integrity, respect, collegiality, excellence and discovery. We firmly believe that our people are our most valuable asset, so we work to grow and diversify the skills, knowledge and capability of all our staff. |

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| **SELECTION CRITERIA** |
| **Knowledge and Experience:**1. High level knowledge and experience leading, coordinating and delivering events, sponsorships and event communications within a large, complex environment (University or similar is desirable).
2. Experience in coordinating events in excess of $100K budgets.
3. Experience in client engagement and relationship management.
4. Demonstrated attention to detail and strong analytical skills.
5. Demonstrated organisational skills, including managing priorities and working with competing deadlines.
6. Well-developed communication and interpersonal skills, with experience in preparing a range of professional, concise documentation.
7. Demonstrated ability to promote the organisational values of integrity, respect, collegiality, excellence and discovery, and a commitment to positively comply with the associated behaviour expectations.

**Qualification/s:*** A degree with subsequent relevant experience in events and sponsorship; or
* Extensive experience and specialist expertise or broad knowledge; or
* An equivalent combination of relevant experience and/or education/training.
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