Position Description

Major Events Operations Lead

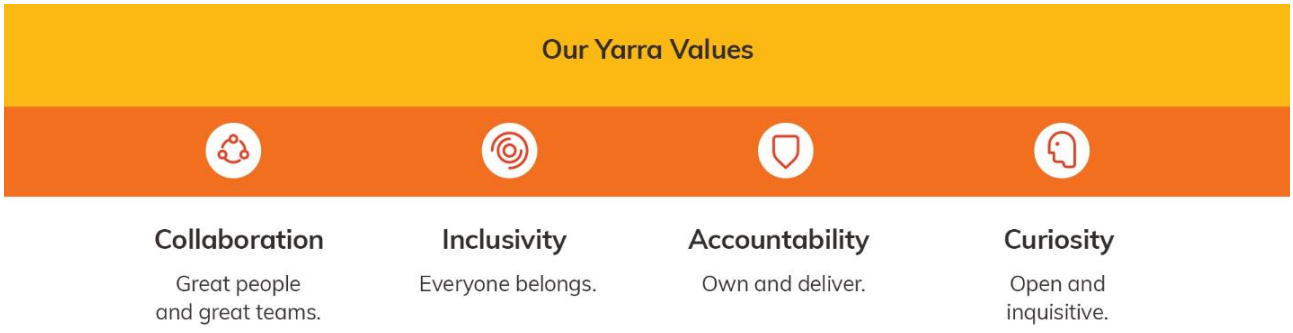
Position Details

Position Title	**Major Events Operations Lead**
Position Number	100881
Classification	Band 7
Division	Community Strengthening
Branch	Libraries, Arts and Event
Unit	Festivals and Events
Reports To	Coordinator, Festivals and Events
Employment Essentials	• Working with Children Check • Victorian Drivers Licence • National Police Check • Psychometric testing

Yarra City Council is committed to being a child safe organisation and supports flexible and accessible working arrangements for all.

This includes people with a disability, Aboriginal and Torres Strait Islander peoples, culturally, religiously and linguistically diverse people, young people, older people, women, and people who identify as gay, lesbian, bisexual, transgender, intersex or queer.

We draw pride and strength from our diversity, remain open to new approaches and actively foster an inclusive workplace that celebrates the contribution made by all our people.



At Yarra Every Job is a Climate Job

Acting on the climate emergency requires that we change the way we think, make decisions, and prioritise action. We must embed proactive climate responses in the ways we govern, live our lives, and conduct our work. Every choice we make today and into the future will have an impact; this is true for Council and the community.

Acknowledging the scale of this crisis, at Yarra we are committed to ensuring that every job is a climate job meaning that each staff member will play a key role in shaping our climate response.

Organisational Context

The Municipality is committed to efficiently and effectively servicing the community to the highest standards, protecting, enhancing and developing the City's physical and social environment and building the population

and business base. A major imperative of the Organisation is the introduction of a best value framework with an emphasis on customer service and continuous improvement.

Community Strengthening

The Community Strengthening Division promotes and enhances community well-being through funding programs, service provision and community partnerships. Services include maternal and child health, family support, youth services, aged and disability services, arts and cultural development, library services, family and children's services, social policy and venues and events.

The division is committed to achieving the organisational goals outlined in the Council Plan. Works to strengthen Yarra's community as well as to increase resident participation in public life encompass five broad approaches:

1. Understanding local issues and opportunities
2. Developing and implementing key plans and strategies
3. Partnerships and projects
4. Advocacy and lobbying from a rights-based approach
5. Supporting and enhancing community participation

Libraries, Arts and Events
The Libraries, Arts and Events branch is responsible for a range of services delivered through four streams: Library Services, Arts and Culture, Festivals and Events, and Venues. Our work drives outcomes across social, cultural and economic policy domains and champions opportunities and experiences that promote lifelong learning, gathering, creativity and discovery.

Position reports to:	Coordinator, Festivals and Events
Reporting to this Position:	Casual event staff, event contractors and consultants
Internal Relationships:	The incumbent is required to liaise with staff at all levels within the Organisation including Councillors, Executive, Managers and branch staff
External Relationships:	The incumbent is required to maintain productive relationships with community organisations, cultural organisations, government agencies, emergency services, event organisers, traders, businesses, artists, contractors, suppliers, venue operators and residents.

Position Overview

The Major Events Operations Lead provides specialist operational leadership across Council's festivals and events portfolio and is responsible the end-to-end development, planning and delivery of Council's flagship and strategically significant festivals and events. The role develops, implements and continuously improves the systems, frameworks and operational practices that support safe, consistent and high-quality event delivery across the municipality.

The role leads the planning and delivery of flagship events and strategic event initiatives, while providing specialist guidance, mentoring and support to Event Leads responsible for the delivery of individual festivals, civic events and activations.

The position drives operational excellence, governance, consistency and continuous improvement across Council's events portfolio by applying specialist expertise in event operations, public safety, risk management, logistics, event governance and production planning.

Working collaboratively across Council, the role strengthens organisational capability, supports high-quality event outcomes and contributes to the development of a vibrant, inclusive and innovative festivals and events program that enhances Yarra's cultural, social and economic wellbeing.

Position Description

Major Events Operations Lead

Key Responsibilities

All Yarra employees:

Demonstrate leadership in reducing Yarra's emissions and building a climate resilient future by embedding climate considerations into all of Councils activities.

Major Events operations leadership

- Lead the development and implementation of consistent event planning, delivery and evaluation methodologies across Council's festivals and events portfolio.
- Establish and maintain consistent standards, processes and approaches for planning, delivering and evaluating events across the portfolio.
- Identify opportunities to improve event delivery, organisational capability and customer experience.
- Monitor industry trends, emerging opportunities and best practice approaches and implement improvements where appropriate.

Strategic event delivery

- Lead the end-to-end development, planning, production and delivery of Council's major and strategically significant festivals and events.
- Assume project lead responsibility for major Council-produced festivals, activations and destination events, including Brunswick Street Festival and other Council priorities as determined by service requirements.
- Establish event objectives, delivery models, project governance arrangements, budgets, stakeholder engagement strategies and success measures.
- Lead multidisciplinary project teams and oversee contractors, consultants, suppliers and specialist delivery partners to achieve successful event outcomes.
- Oversee production, logistics and operational delivery to ensure events are delivered safely, efficiently and in accordance with Council requirements and community expectations.
- Lead event evaluation, reporting and continuous improvement activities to inform future event development and delivery.

Portfolio coordination and capability building

- Promote a portfolio approach to event delivery and ensure knowledge, systems, documentation and delivery methodologies are shared across the service.
- Provide specialist advice, mentoring and technical support across the Festivals and Events Unit.
- Promote consistency in event planning, documentation, evaluation and risk management practices.
- Facilitate knowledge sharing and capability development across the team.
- Support project prioritisation, resource planning and service improvement activities.

Governance, risk and compliance

- Lead the development and implementation of operational governance frameworks for major events.
- Oversee risk management, public safety planning and emergency management processes for complex and high-risk events.

- Ensure the consistent application of event governance, public safety and risk management frameworks across Council's festivals and events portfolio.
- Support continuous improvement of permit processes, event systems and compliance frameworks.
- Ensure events are delivered in accordance with Council policies, legislative requirements and industry standards.
- Monitor operational risks and recommend mitigation strategies and improvements.
- Develop and maintain consistent event planning, delivery and evaluation practices that support safe, compliant and high-quality outcomes across the festivals and events portfolio.
- Contribute specialist operational expertise to the development and review of event policies, procedures and operational standards.

Stakeholder partnerships and collaboration

- Develop and maintain productive relationships with community groups, artists, event organisers, businesses, traders and government agencies.
- Facilitate collaboration between internal and external stakeholders to deliver successful event outcomes.
- Lead operational discussions and negotiations relating to major event delivery.
- Represent Council at industry forums, planning meetings and stakeholder groups.
- Support the development of strategic partnerships and external funding opportunities.

Financial management and reporting

- Develop and manage budgets associated with assigned projects and initiatives.
- Monitor expenditure and support financial forecasting and reporting.
- Coordinate procurement activities and contract management processes.
- Prepare reports, evaluations, briefings and recommendations.
- Contribute to funding applications, acquittals and performance reporting.

Accountability and Extent of Authority

- **Resource management:** freedom to act set by policies, objectives and budgets; actions taken may have a significant effect on programs or projects, or on public perception of the wider organisation,
- **Specialist advice or regulate clients:** freedom to act subject to professional and regulatory review; actions/advice may have a significant effect on clients or groups,
- **Policy formulation:** freedom to act is generally prescribed by a more senior position; quality of work can have a significant effect on policies being developed.
- Input into policy development.

Judgement and Decision Making

- Problem solving in nature.
- May involve identification and analysis of an unspecified range of options.
- Guidance is not always available within the organisation.

Management Skills

- Management skills to achieve objectives despite conflicting pressures.
- Able to implement Human Resources (HR) policies and practices including awards, EEO and OH&S policies, recruitment and selection procedures and techniques, position descriptions and staff development schemes.
- Expected to contribute to long term staffing strategies.

Interpersonal Skills

- Ability to gain cooperation and assistance from clients, other employees and members of the public in the administration of broadly defined activities.
- Ability to liaise with counterparts in other organisations to discuss and resolve specialist problems.
- Ability to motivate and develop employees.

Risk and Safety Requirements

- Minimise risk to self and others and support safe work practices through adherence to legislative requirements and Council policies and procedures.
- Report any matters which may impact on the safety of Council employees, community members, or Council assets and equipment.
- Yarra City Council is committed to prioritising and promoting child safety. We adhere to the Victorian Child Safe Standards as legislated in the Child, Wellbeing and Safety Act 2005 and have robust policies and procedures to meet this commitment.

Specialist Skills and Knowledge

- Proficiency in the application of a theoretical or scientific discipline - in search of solutions to new problems/opportunities.
- Analytical and investigative skills in policy formulation.
- Understanding of organisational values, and the legal and political context.
- Knowledge and familiarity of principles and practices of budgeting and accounting/financial procedures.
- Proficiency in contemporary event management, production and operational planning practices.
- Extensive knowledge of major event operations, public safety, risk management and compliance frameworks.
- Demonstrated ability to design and implement operational systems, frameworks and continuous improvement initiatives.
- Knowledge of event permitting, governance, logistics and regulatory requirements.
- Understanding of local government structures, governance processes and decision-making environments.
- Knowledge of budgeting, procurement and contract management practices.
- Strong analytical and investigative skills.
- Proficiency in Microsoft Office and relevant Council business systems.
- Understanding of emerging trends and opportunities within the events and cultural sectors.

Qualifications and Experience

- Tertiary qualification in Event management, arts administration, project management or related discipline with several years' relevant experience, or lesser formal qualifications with extensive experience.
- Substantial experience in the planning, coordination and delivery of festivals, major events, activations or public programs within a complex organisational, community, cultural or local government environment.

- **Demonstrated experience in:**
  - Leading the end-to-end planning and delivery of complex festivals, major events or activations.
  - Developing and implementing event operations, public safety, risk management and compliance frameworks.
  - Managing project budgets, procurement processes, contracts and service providers.
  - Working collaboratively with diverse internal and external stakeholders to achieve successful event outcomes.
  - Developing and improving systems, processes and operational practices that support effective event delivery.

Key Selection Criteria

1. Demonstrated experience leading the operational planning and delivery of major festivals, events, activations or public programs.
2. Extensive knowledge of event operations, logistics, public safety, compliance and risk management frameworks.
3. Demonstrated ability to develop and implement systems, frameworks and continuous improvement initiatives that support high-quality event delivery.
4. Proven ability to build productive relationships with community organisations, government agencies, contractors, businesses and event stakeholders.
5. Highly developed project management, communication and problem-solving skills, including the ability to manage competing priorities and deliver outcomes within complex environments