

## Position Description



Position title:	Manager, Corporate Events
Institute/Directorate/VCO:	Corporate Communications and Government Relations
Campus:	Mt Helen Campus. Travel between campuses will be required.
Classification:	Within the HEW Level 8 range
Time fraction:	Full-time
Employment mode:	Continuing employment
Further information from:	Tom Laurie, Director, Corporate Communications and Government Relations Telephone: (03) 5327 9225 Email: t.laurie@federation.edu.au
Recruitment number:	851936

### Position summary

The Manager, Corporate Events leads the corporate events team in the planning and delivery of high quality and professional corporate events aligned to the University's strategic objectives, including planning a calendar of annual corporate events to promote and enhance relationships within and external to the University and producing strategic analysis of quantitative and qualitative feedback of events to create procedural documents and enable a culture of continuous improvement.

Providing a high level of strategic advice and support, the Manager, Corporate Events will enhance and create standards for University events including but not limited to Open Days, Graduations and student facing events such as student festivals.

The Manager, Corporate Events will be required to work after hours and on weekends on some occasions with travel between campuses required.

### Portfolio

Corporate Communications and Government Relations (CCGR) is a key area of Federation University Australia's operations and has a high profile.

As part of the Vice Chancellor's Office, CCGR is responsible for the formulation and delivery of the organisation's corporate communications, corporate events management, and government relations activities.

CCGR delivers professional internal and external communications and events and government relations that are aligned to the university's strategic objectives and support the work of the Vice-Chancellor and President and Vice-Chancellor's Senior Team.

### Background

At Federation University, we are driven to make a real difference to the lives of every student, and to the communities

we serve.

We are one of Australia's oldest universities, known today for our modern approach to teaching and learning. For 150 years, we have been reaching out to new communities, steadily building a generation of independent thinkers united in the knowledge that they are greater together.

Across our university and TAFE campuses in Ballarat, Berwick, Brisbane, Gippsland, and the Wimmera, we deliver world-class education and facilities. With the largest network of campuses across Victoria, as well as a growing Brisbane base, we are uniquely positioned to provide pathways from vocational education and skills training at Federation TAFE through to higher education.

To be successful at Federation University you must be willing to enthusiastically embrace the university's ambition as expressed in the 2021 - 2025 University Strategic Plan and share the University's values of:

**INCLUSION**, we celebrate our diversity, particularly valuing Aboriginal and Torres Strait Islander cultural heritage, knowledge and perspectives.

**INNOVATION**, we are agile and responsive to emerging opportunities.

**EXCELLENCE**, we act with integrity and take responsibility for achieving high standards.

**EMPOWERMENT**, we create a supportive environment to take informed risks in pursuit of success.

**COLLABORATION**, we establish genuine partnerships built on shared goals.

## Key responsibilities

1. Lead the corporate events team in the planning, coordinating and delivery of corporate events to a high quality and professional standard, including events held after hours and on weekends.
2. Lead the creation of an inspiring, innovative and engaging calendar of annual corporate events to promote the University brand and strategic objectives, regularly updating and including other non "corporate" events.
3. Lead the development and management of an events one stop shop for University-wide event expert advice and event support, providing strategic advice and expertise for existing University events including but not limited to Open Days, Graduations and student facing events such as student festivals.
4. Establish and lead key project working groups, ensuring seamless stakeholder contribution and delivering high quality and professional events management processes integrating University policies and external expectations.
5. Develop and implement procedures and policies ensuring corporate events are delivered within agreed budget parameters and standards.
6. Lead the corporate events team ensuring the timely preparation of event protocol documents, policy recommendations, event briefs, order of proceedings and speaking notes in accordance with University branding policies.
7. Produce high-level reports, strategies, and proposals for senior leadership focusing on continuous improvement, enhancing the corporate events schedule and conducting reviews and debriefings of events with quantitative and qualitative data to measure success. Provide detailed business cases, briefings and metrics based analysis to support the decision making process and measure the success.
8. Lead the creation and contribute to continuous improvement of a database of internal and external stakeholders for event invitations and briefs, including bios, titles, and contact details.
9. Supervise technical teams and external contractors, ensuring outsourced support functions are delivered within agreed budget parameters and meet the event objectives.
10. Reflect and embed the University's strategic plan, and operational purpose, priorities, and goals.
11. Undertaking the responsibilities of the position adhering to:
  - The Staff Code of Conduct, Child Safe Code of Conduct, and Conflict of Interest Policy and Procedure
  - Equal Opportunity and anti-discrimination legislation and requirements
  - The requirements for the inclusion of people with disabilities in work and study

- Occupational Health and Safety (OH&S) legislation and requirements
- Public Records Office of Victoria (PROV) legislation

### **Level of supervision and responsibility**

The Manager, Corporate Events reports to and works under the broad direction of the Director, Corporate Communications and Government Relations with a degree of autonomy, also being in regular contact with the Vice-Chancellor's Office.

The Manager, Corporate Events will lead the Corporate Events team, interacting with key stakeholders both internal and external to the University making decisions and implementing protocols impacting the University's image and branding.

The Manager, Corporate Events will be required to work after hours and/or weekends including travelling between campuses when required.

### **Position and Organisational relationships**

The Manager, Corporate Events plays a key role in building the University's stakeholder engagement, profile and branding, also supervising the Events and Administrative Support Officer and strategically liaising with a broad range of internal and external stakeholders.

### **Key selection criteria**

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following key selection criteria:

#### **Training and qualifications**

1. Completion of:
  - Post graduate qualifications or progress towards postgraduate qualifications and extensive relevant experience; or extensive experience and event management expertise; or an equivalent combination of event management experience and/or education/training.
  - Hold a valid Working with Children Check (WWCC).

#### **Experience, knowledge and attributes**

2. Demonstrated experience leading and developing high level, strategic events within a large, complex environment.
3. Demonstrated expertise and experience developing innovative corporate event management experiences.
4. Demonstrated excellent written and verbal communications skills, with an ability to present complex ideas to variety of audiences, inspire and galvanise support.
5. Demonstrated leadership and implementation of best practice strategic communications and engagement for high profile complex events.
6. Demonstrated ability to have a positive impact on, and deliver outcomes, with teams as both a team leader and team member.
7. Demonstrated experience on preparing high level strategies, proposals and reports to enhance corporate events and other University events.
8. Demonstrated knowledge of best practice in complex stakeholder engagement and capacity to influence and persuade without direct authority.
9. Demonstrated working knowledge and application of the Child Safety Standards.
10. Demonstrated knowledge and application of appropriate behaviours when engaging with children, including children with a disability and from culturally and/or linguistically diverse backgrounds.

***The University reserves the right to invite applications and to make no appointment.***

*It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.*