

<b>Directorate:</b>	City, Community & Culture	<b>Department:</b>	Casula Powerhouse Arts Centre
<b>Position Grade:</b>	Grade 18	<b>Reports to:</b>	Director Casula Powerhouse
<b>Last review:</b>	February 2019	<b>Next review:</b>	February 2021
		<b>Version No.:</b>	1.0

### Position purpose:

The Strategic Events Lead plays an integral role in the delivery of events across Liverpool City Council (LCC) and the Casula Powerhouse Arts Centre (CPAC). It is responsible for the coordination and managing of the operational, financial and workforce needs to ensure that events are delivered successfully, cost-effectively and in a timely fashion. This role will oversight and control all aspects relating to the delivery of events which includes strategic oversight, operational direction, innovation and planning to meet the dynamic needs of key stakeholders. Working within a Local Government framework, the Strategic Events Lead will lead a diverse team of events staff by building capabilities, providing guidance and support to ensure that all functions required to deliver the overall Liverpool City Council events are met. The Strategic Events Lead will build a deep understanding of the nature of Council's unique delivery units and embed this as part of the formulation of long-term strategies to optimise the delivery and performance of the unit.

### Key accountabilities/responsibilities:

Responsible for:

- 1) Providing specialist policy advice and strategic planning advice on all areas of Events, Festivals and Activations to Liverpool City Council (Mayor, CEO, Director City, Community & Culture, Casula Powerhouse Director and Manager Economic Development)
- 2) Overseeing the management of an annual events program that maintains and maximises audience participation and efficiently allocates human and financial resources to ensure the delivery of the events
- 3) Overseeing events programming that supports and enhances Liverpool City Council's and the Casula Powerhouse's philosophies and positions to develop extensive networks with businesses, communities and a wide range of stakeholders and suppliers.
- 4) Designing, developing and implementing long term strategic plans whilst integrating performance indicators and metrics to support ways to improve and optimise performance and delivery of events.
- 5) Implementing improvements to the delivery of services by evaluating and assessing the performance against benchmarks/targets as well as reviewing all functions which includes but not limited to costs, budget, resource utilisation, productivity and quality of services.
- 6) Fostering and championing a culture of innovation to encourage, support and implement new ideas to drive continuous improvement as well as meeting the dynamic needs of stakeholders.
- 7) Coordinating and planning the administrative, operational, financial and resourcing needs to ensure the delivery of events is within agreed timelines and budgetary requirements
- 8) Liaising with internal clients to coordinate the delivery of their events including timing and resource allocation
- 9) Prepare event-related documents for key stakeholders as required, such as status updates and reports with the opportunity to identify ways to improve service delivery and cost effectiveness
- 10) Developing and monitoring budgets for events
- 11) Preparing funding applications to State and Federal Government Departments, Foundations and other funding sources to support events as required

- 12) Develop corporate and institutional partnerships and sponsorships to assist in the resourcing of high-quality events
- 13) Leading, guiding and building capabilities within the Events Unit to better align resources and to enable the delivery of service needs.'
- 14) Staff management of high-performing Events specialists including recruitment, strategic planning, workload allocation and performance monitoring
- 15) Other duties as directed

#### **Decisions made in the position:**

- 1) Operational Direction of the unit.
- 2) Expenditure within agreed delegation.
- 3) Recommends to the Director Casula Powerhouse matters relating to the appointment and replacement of staff.
- 4) Prepare and integrate annual events calendar for entire organisation
- 5) Allocate human, technical, staging, production and financial resources across the entire range of small, medium and large-scale events produced by LCC and CPAC

#### **Decisions referred:**

- 1) Policy issues for the Liverpool City Council and the Director Casula Powerhouse
- 2) Expenditure outside delegation.

#### **Key issues/challenges:**

- 1) Position Liverpool as an innovative, relevant and dynamic LGA with a reputation locally, regionally and nationally for producing and presenting a range of high quality events for diverse audiences
- 2) Add value to the communities' quality of life in South West Sydney by creating events that engage, entertain, surprise and delight
- 3) Understands the nature of Council's unique delivery units in designing long term strategic plans to maximise the performance of service delivery.
- 4) Ensure the Events Programs develop and maintains resources for a sustainable future.
- 5) Ability to adapt, reprioritise and manage multiple competing demands to meet the changing needs and challenges from key stakeholders
- 6) Leading transformational change initiatives that will enable sustained engagement to optimise performance for the long term as well as embedding a continuous improvement mindset
- 7) Willing to work on a 7 day roster which includes weekends and public holidays to ensure the delivery of events

#### **Key working relationships:**

- Director Casula Powerhouse
- Chief Executive Officer, Directors and Managers
- External stakeholders such as the State and Federal Government and Non-Government organisations
- Mayor and Councillors
- Manager Communications and Marketing

### POSITION SPECIFICATION

Whilst the criteria described below is indicative of the nature of this role, for the purpose of this hiring process please only address the selection criteria listed in the job application.

#### ESSENTIAL CRITERIA

##### Qualifications/Licences

- Relevant tertiary qualifications and/or extensive years of experience in developing and delivering high-quality, high profile major events
- Class C Drivers Licence

##### Experience

The position requires the application of management and leadership skills in a diverse organisation to implement corporate goals and objectives. The job holder must have:

- Extensive demonstrated experience working in government and/or not-for-profit organisations delivering high-quality, high profile events for diverse audiences
- Extensive demonstrated experience in negotiating with internal clients as well as external clients including socially and culturally complex communities;
- Extensive demonstrated experience in budget, resource and calendar management for multiple concurrent events
- Extensive demonstrated experience in the delivery of events policy outcomes for Local and/or State and/or Federal organisations or relevant equivalent not-for-profit organisations
- Extensive demonstrated experience in multitasking and advanced time management to enable the coordination and planning of multiple events and projects simultaneously
- Extensive demonstrated experience in managing, leading, motivating and developing a multi-disciplinary team.

##### Knowledge and Skills

- Knowledge of Work Health and Safety practices, the principles of Equal Employment Opportunity, ethical practice and multi-cultural diversity.
- Knowledge of all aspects of the event production process including technical management, staging etc.
- Knowledge of the principles and practices of financial, structural and cultural management.

#### DESIRABLE CRITERIA

##### Qualifications/Licences/Experience/Knowledge and Skills

- Proven ability to lead events delivery teams.
- Proven ability in managing an operational budget
- Experience in change management.
- Excellent verbal and written communication skills
- Demonstrated experience in research and evaluation
- Demonstrated high-level negotiations skills with a wide range of stakeholders
- Demonstrated experience in generating creative ideas and concepts within agreed strategic frameworks
- Ability to think quickly and independently, troubleshoot problems as they arise and develop projects to finality.

## **Our vision:**

**Aspiring to do great things – for ourselves,  
our community and our growing city.**

## **Our values:**

**Ambitious**

**Authentic**

**Collaborative**

**Courageous**

**Decisive**

**Generous**