



POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



TOURISM.SA.GOV.AU

Position Description

Event Manager – Tasting Australia

Purpose of the position

The Event Manager - Tasting Australia is responsible for strategically project managing this world-class event to generate tourism activity, provide business opportunities, enhance the South Australian brand interstate and internationally, create community spirit and pride and profile the state to key national and international target markets.

Tasting Australia is an annual event.

Position Title:	Reports to:	Position Classification:
Event Manager – Tasting Australia	General Manager Event Operations, ESA	Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Events South Australia	Level 9, SA Water House, 250 Victoria Square	Senior Event Coordinator (TA) Hub Operations Manager Ticketing and Customer Service Coordinator

Our Values



GO BOLDLY

We thrive on taking risks and enjoy stepping outside our comfort zone.



DIG DEEPER

We never settle for simply scratching the surface. We're hungry for knowledge, fresh ideas and innovations.



CAN DO

We believe there's nothing we can't do as a team.



SHARE THE LOVE

We have a passion for excellence and exceeding expectations.

Essential Criteria

QUALIFICATIONS

- Tertiary qualification in Event Management, Tourism, Hospitality or Business-related discipline

SKILLS, EXPERIENCE AND KNOWLEDGE

- Extensive successful experience in event management including scoping, planning, staging, financial management and evaluation of events involving the food/hospitality industry.
- Established relationships within the food/hospitality industry and demonstrated ability to initiate, build and management relationships with key stakeholders and service providers.
- Proven management, leadership and communication skills, including people performance management and development.
- Demonstrated ability to prepare and present reports, proposals and debriefs to senior managers and stakeholders.
- Well-developed organisational, planning and time management skills including operating under broad direction and with independent judgement and delegated authority.
- Demonstrated ability to perform effectively under pressure, exercise original thinking and meet deadlines without sacrificing professional standards.
- Proven strategic, project management and business planning skills.

Desirable Criteria

QUALIFICATIONS

- Formal qualification in Event Management, Tourism, Hospitality or Business-related discipline

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience in the management of large and multifaceted events across a number of days and venues (indoor and outdoor)
- Understanding and experience in the events industry in South Australia
- Knowledge of the roles and functions of the South Australian Tourism Commission
- Knowledge of public relations and how the media operates
- Knowledge of event tourism marketing
- Experience in risk management planning
- Able to bring creative flair and interpretation to the delivery of events

Competencies	
Team Leadership	Uses appropriate interpersonal style and methods to inspire and guide a team toward goal achievement. Facilitates the development of team members' knowledge and skills. Provides timely feedback, guidance, and training to help employees reach their job objectives.
Communication	Speaks clearly and fluently in a compelling manner to both individuals and groups. Clear and concise written communication utilising the appropriate style and grammar for the reader.
Teamwork	The genuine intention and interpersonal skills to work cooperatively with others, within and across the organisation. It includes respecting others, valuing ideas and diversity, supporting the team environment, and subordinating own objectives to the objectives of the organisation or team.
Ethics & Accountability	Is honest and ethical in all actions, such that others' trust is developed and maintained; demonstrates behaviour that is consistent with the organisation's direction, values and policies
Influencing	Uses appropriate interpersonal styles and methods to inspire and guide individuals (direct reports, peers, superiors) toward desired outcomes. Modifies behaviours to accommodate tasks, situations and individuals involved.
Negotiation	Effectively exploring alternatives and positions to reach outcomes that gain all parties support and acceptance.
WH&S	Understands own responsibility toward safety and the environment and follows relevant organisational policies and procedures. Also establishes and maintains systems and work processes which contribute to a safe work environment.

Key Responsibilities

EVENT MANAGEMENT

- Lead and manage the planning and program of operational work to deliver a high profile and critical State event using 'best practice' methodologies, including appropriate project and risk management practices, feasibility studies and business planning, developed within the framework of longer-term strategic goals
- Work with and take advice from managers in the functional areas of ESA for the Marketing, PR, Digital, Sponsorship and Operational requirements in order to grow the event
- Liaise and collaborate with industry associations, key organisations and major facilities to develop event opportunities
- Develop and maintain productive and profitable business relationships with key persons including public and private sector stakeholders, tourism and event industry operators at state, national and international level
- Provide expert advice into, and contribute to, negotiations, communications and relations with the public, contractors and other stakeholders
- In consultation with relevant ESA team members, provide strategic customer experience and operational advice into design and build of sites relevant to the event (e.g. staging, scaffolds, seating, and marquees)
- Successfully stage a safe "world's best" event that attract statewide, interstate and international visitors and participants
- Manage the event in accordance with SATC financial management policies and practices, and in line with budget/resources, leading-edge technical, creative and professional practices and expertise, to achieve the objectives identified in the business plan
- Prepare and submit timely progress reports for management and the SATC Board, as well as comprehensive post-event evaluations
- Prepare responses to official correspondence and Parliamentary briefing material
- Manage the operational delivery of the event to a high standard, congruent with the other premier events in Australia and the world and in line with planning
- Work consultatively with the Commercial team to grow sponsorship inventory, revenue, relationships and stakeholder satisfaction
- Investigate and grow other revenue streams
- Undertake other tasks and duties as required across the Events South Australia business.

PERFORMANCE MEASURES

- Best practice event management delivery
- Strong collaboration and positive working relationships within Events South Australia, SATC and key stakeholders
- The event delivers significant ROI and meets KPI's including those in the areas of:
 - Visitors
 - Ticket Sales
 - Attendances
 - Economic impact
 - Jobs created
 - Media
 - Industry outcomes
 - Budgeting
 - Positioning / Recognition

- Sponsorship
- Public sentiment
- Members of the public, contractors and other stakeholders are well informed and have ready and transparent mechanisms for communicating with event management and staff
- KPIs set and monitored for individuals and event team
- Executive Director and General Manager Business Operations are well informed on the event and able to keep Executive and SATC Board well informed
- The Minister for Tourism is provided with appropriate briefing material on the event
- Year on year growth of communication of the event through PR, Digital and Broadcast
- Delivery of sponsorship targets
- Other tasks and duties are successfully undertaken.

PROGRAMMING

- With the Tasting Australia creative team contribute to delivering compelling programs and securing in alignment with the strategic plans for the events, financial sustainability and partnership opportunities
- Oversee the Tasting Australia associated events program and continue to grow and enhance these events.

PERFORMANCE MEASURES

- Ensure that the calendar of events contributes to the appeal of the event offering to potential visitors
- Achieve or exceed annual attendance targets.

BUSINESS PLANNING AND STRATEGIC MANAGEMENT

- Develop and manage the events financial year business plan, within the framework of Events South Australia's business planning process and longer-term strategic goals for the event
- Develop, manage and implement, in collaboration with the relevant functional areas of Events South Australia, event risk assessment plans incorporating commercial risk and emergency response planning highlighting public and participant safety
- Determine objectives and priorities that build and develop the event, the operational plan and customer experience, within the framework of the longer-term strategic plan
- Oversee the event project plan and ensure milestones are being met or appropriate action is being taken to reschedule milestones without impacting on event delivery
- Alongside the relevant functional areas of Events South Australia, develop, record and secure event-related intellectual property (IP), including the compilation of event blueprints and manuals, and secure relevant trademarks, business names and domain names
- Identify opportunities for improving effectiveness, efficiency and productivity in systems and operations.

PERFORMANCE MEASURES

- Event business plans identify event objectives, reflecting and contributing to ESA objectives, and provide the basis for performance management KPIs
- Risk management planning is widely recognised as an industry 'best practice' model
- The event is recognised as dynamic, constantly improving and at the leading edge of its field
- The events IP is secure and no competitor events could readily be staged in South Australia (or Australia, as appropriate)

PEOPLE MANAGEMENT AND TEAM BUILDING

- Effectively manage event contractors (including creative team), staff, volunteers and event related contacts in accordance with the principles of equal opportunity, fairness, honesty and respect in the workplace, and adhere to SATC's WHS and HR policies and procedures.
- Effectively manage the creative team, contractors and staff ensuring all parties are connected, well informed, deliver on agreed outcomes and objectives and are managed in accordance with the SATC's performance management program
- Provide event staff and relevant volunteers with appropriate training including encouraging and facilitating their professional development and recognising individual efforts
- Communicate key objectives succinctly and in a timely manner to the Tasting Australia team and the wider Events South Australia and SATC group
- Develop event staff as part of the Events South Australia team
- Establish performance management objectives for event staff, evaluate the results and provide constructive feedback, based on SATC's performance management program

PERFORMANCE MEASURES

- Event staff, contractors and volunteers function as a highly-productive team and individuals can readily interchange with other ESA staff
- Event staff have a clear understanding of their team and individual goals and how their performance is being assessed
- Strong integration of event team with broader Events South Australia team
- Superior performance recognised and rewarded appropriately
- Poor performance recognised and managed appropriately
- No issues arise relating to EEO, social justice, sexual harassment, racial or religious discrimination, or basic human rights
- Event staff and volunteers have the necessary skills and training and are actively encouraged to undertake appropriate professional development opportunities

CONTRACT MANAGEMENT AND LIAISON

- Oversee all contract management documents relative to the event (including tender documents, service briefs and acquisition plans) in conjunction with the event team
- Maintain dialogue with key stakeholders and ensure relevant stakeholders are kept up-to-date with all new information
- Procurement documentation is approved by SATC APU and acquisitions are successfully implemented within critical timeframes
- Consult with and provide assistance to external events as required.

PERFORMANCE MEASURES

- Contractors are well informed, prepared and engaged which aides in the growth and development of the event
- Collaborative planning with a strong sense of ownership within Events South Australia and key stakeholders
- Key stakeholder groups are informed and prepared
- Procurement documentation is approved by SATC APU and acquisition successfully implemented within critical timeframes.

EVENT MANAGEMENT – EVENTS SOUTH AUSTRALIA, GENERAL

- Work with ESA managed or sponsored events or other significant events, to help grow and leverage them for the State, as directed by Executive Director Events South Australia or General Manager Event Operations Manager, Events South Australia.

PERFORMANCE MEASURES

- Projects completed in agreed timeframes and objectives achieved

ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS

- Adhere to SATC policy and procedures on all matters relating to health and safety.
- Ensure that SATC vehicles are maintained in accordance with SATC Motor Vehicle Policy, attend driver training, and drive according to the law and prevailing conditions.
- Follow the principles of a sustainable working environment by following organisational greening initiatives

PERFORMANCE MEASURES

- 100% commitment to Work Health and Safety (WH&S).
- 100% attendance in relevant WH&S training.
- Ensure knowledge and appropriate application of WH&S procedures and policies.

Special Conditions

- The appointment will be subject to a 6 month probation period. Continuation of the contract is conditional upon the achievement of performance objectives and the allocation of sufficient funding.
- The incumbent will be required to undertake an annual performance agreement with their direct manager, using the SATC's Performance Development process.
- Take personal responsibility for understanding and complying with the South Australian Tourism Commission policies on WHS, equal employment opportunity and public administration.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997.
- It is the policy of the Commission that staff can be reassigned to other positions or roles consistent with their classification level to meet changing work demands and/or their personal development needs.
- The incumbent may be required to undertake a relevant national police check or employment screening check
- Class C Drivers Licence and willingness to drive
- Out of hours work, intrastate and interstate travel may be required.

Position Description

Event Manager – Tasting Australia

Purpose of the position

The Event Manager - Tasting Australia is responsible for strategically project managing this world-class event to generate tourism activity, provide business opportunities, enhance the South Australian brand interstate and internationally, create community spirit and pride and profile the state to key national and international target markets.

Tasting Australia is an annual event.

Executive Manager

Hitaf Rasheed
Executive Director
Events South Australia

Signed

Date

Line Manager

Joanne Chadwick
General Manager Event
Operations
Events South Australia

Signed

Date

Incumbent

Name
Title
Events South Australia

Signed

Date