

POSITION DESCRIPTION

Senior Event Coordinator



Be a part of something special.

At the SATC, you'll help shape the future of one of South Australia's most important industries.

We bring together strategy, creativity, partnerships, insights and innovation to grow the visitor economy and create lasting value for the State.

Our work is grounded in what makes South Australia special; authentic experiences, genuine connections and the simple moments that stay with people long after they leave.

For those who are curious, ambitious and motivated by impact, the SATC offers the opportunity to work on meaningful challenges, build new capabilities and contribute to work that makes a difference.

Celebrate the **SIMPLE PLEASURES**

Position Description

SENIOR EVENT COORDINATOR

Purpose of the position

Successfully provide event delivery support for the Santos Tour Down Under, Tasting Australia and other SATC managed events as required. Includes delivery of a World Class experience for Santos Tour Down Under teams and talent, as well as promoting event growth through delivery of best-in-class festival programming for both Santos Tour Down Under and Tasting Australia.

This role plays a pivotal part in the end-to-end coordination of specific programming elements and managed events/projects, logistics and stakeholder engagement across multiple events. The role is responsible for managing travel, accommodation, and hospitality for international teams, talent, and VIP guests, ensuring their experience reflects the high standards expected of SATC-managed events.

The Senior Event Coordinator will also lead the development of event documentation, manage contractor relationships, and collaborate across internal teams to deliver programming and activations that elevate the profile of Santos Tour Down Under and Tasting Australia.

Position Title	Reports To	Position Classification
Senior Event Coordinator	Event Manager, Santos Tour Down Under	ASO 5 Non-executive contract
Group Unit	Location	Direct Reports
Events	Level 9, SA Water House 250 Victoria Square	Nil

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 passion for excellence and exceeding expectations.

Essential Criteria

QUALIFICATIONS

- Degree in event management, tourism, sport and recreation and/or business

SKILLS, EXPERIENCE AND KNOWLEDGE

- Excellent communication skills, both oral and written.
- High level interpersonal skills, with the ability to build and maintain effective working relationships with a range of stakeholders
- Knowledge of Event practices of South Australia and Australian festivals
- Previous experience securing musical acts and event activations
- Previous experience in travel and accommodation logistics
- Budgeting skills
- Demonstrated experience in event production and/or program coordination
- Demonstrated experience in project management
- High level attention to detail and follow-through
- Ability to think laterally, creatively and strategically
- A personal commitment to quality customer oriented service including the ability to recognise market and customer needs
- Demonstrated experience working with talent and an understanding of the creative process
- Demonstrated ability to manage own time effectively and use flexibility, initiative and innovative approaches to meet changing requirements and to complete work within designated timeframes.
- Demonstrated ability to work effectively in a team environment, with minimal supervision
- Demonstrated problem solving skills, with the ability to identify and implement appropriate solutions.
- Demonstrated experience in project managing events
- Relevant experience (to advance level) of Microsoft Office tools including Word, Excel, and PowerPoint

Desirable Criteria

SKILLS, EXPERIENCE AND KNOWLEDGE

- Demonstrated experience in programming and delivery of festival programs
- Thorough understanding and experience working in contemporary sporting and/or food and beverage festivals nationally or internationally
- Sound knowledge and practical experience in State Government procurement policy
- Knowledge of the roles and functions of the South Australian Tourism Commission and Events South Australia
- Relevant site experience with ESA managed events such as Tasting Australia presented by Journey Beyond, Santos Tour Down Under and National Pharmacies Christmas Pageant

- Major event experience
- Knowledge of public relations and how the media operates
- Knowledge of event marketing principles
- Knowledge of online booking systems
- Experience in contract management
- Experience with business and administration systems

Competencies

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.
PLANNING AND ORGANISING	Establishes plans and budgets for self and/or others to accomplish. Organises and schedules resources and activities. Establishes procedures to monitor the results of assignments or projects. Works systematically and structures own time effectively.
INITIATIVE	Takes action to achieve objectives beyond what is required. Self-starting, rather than accepting passively. Displays a sense of urgency and high energy/drive to get the job done. Anticipates problems and takes action.
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.
CREATIVITY AND INNOVATION	Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.
NEGOTIATION	Effectively exploring alternatives and positions to reach outcomes that gain all parties' support and acceptance
ADAPTABILITY / FLEXIBILITY	The ability to adapt one's approach to suit changing requirements in a variety of situations, and to maintain effectiveness with different tasks & people, thereby contributing towards creating an efficient, agile organisation. Recovers from setbacks and maintains a positive outlook when faced with difficult situations
PROJECT MANAGEMENT	The ability to plan and schedule a medium to large size project; to involve and allocate appropriate resources; and to bring such projects to completion on time and within budgeted costs.
TIME MANAGEMENT	Organised and efficient in own work habits; plans and priorities time effectively; has tools and/or a system in place to prioritise tasks and keep track of promised actions and important deadlines.

Key Responsibilities

EVENTS & PROJECTS – SANTOS TOUR DOWN UNDER

- Develop and deliver new creative concepts for Santos Tour Down Under ticketed and managed events and programs
- Contribute to strategic planning and the ongoing development of the Santos Tour Down Under and other managed events, within the framework of South Australia Tourism Commissions long-term objectives
- Plan, develop and manage all elements of specific projects within the Santos Tour Down Under program to enhance fan engagement and contribute to the coordination of other event related activities ensuring that activities align with strategic objectives and relevant research and insights.
- Coordinate the development and maintenance of the Santos Tour Down Under (and its managed events) event manuals, event orders, event blueprints and other intellectual property-related material and ensure run sheets, risk registers, event orders and event documentation relating to events and projects are kept up to date
- Lead the annual creation and management of events within the event ticketing platform for the festival program, ensuring all program details are accurate, complete, and ready for on-sale in collaboration with the Ticketing and Customer Service Coordinator and Digital Producer
- Work closely with the Operations Manager and broader Event Delivery team to ensure they are well informed of the progress of events and projects and operational requirements are considered
- Lead fan activation on site at start and finish sites, including contributing to creative concepts, community engagement and collaborating with the Assistant Event Manager, Santos Tour Down Under to coordinate host council involvement
- Work with the Commercial and Marketing teams to ensure partner and brand imperatives are met and Santos Tour Down Under continues to grow
- Work with the Commercial team to explore collaborative opportunities for programming and activation that produce mutually beneficial outcomes and promotes growth in the Santos Tour Down Under
- Work closely with the Santos Tour Down Under digital team to ensure that all information presented through the events digital channels is up to date
- Create and gain approval from the Event Manager for budget requirements and monitor progressive performance against budget
- Prepare necessary procurement and agreement documentation for the delivery of activations
- Ensure appropriate contract management of required contracts for delivery of projects
- Handover relevant information regarding programming elements to internal and external Event Managers and provide assistance pre-event and on-site (if timing permits)
- Prepare debrief documents and conduct debrief meetings with relevant suppliers

PERFORMANCE MEASURES

- Events, projects and activation concepts are in line with strategic objectives and are built from research and insights.
- Events, projects and activations contribute to a positive experience for the consumer and support maximum exposure across the regions leading in to and during key events

- Events, projects and activations are delivered on time, within budget and within relevant WH&S and other legislative frameworks
- Event intellectual property is secure and blueprints developed that assist in succession planning and the sharing of intellectual property related information between Events South Australia managed events
- Event management and risk management planning is widely recognised as an industry 'best practice' model
- Project plan, event order, run sheets and data-related information is kept up to date and easily retrieved
- The Santos Tour Down Under and Events South Australia managed events are recognised as being at the leading edge in their field

TALENT – SANTOS TOUR DOWN UNDER

- Coordinate with Marketing, Commercial, PR and Event Delivery teams to establish talent requirements across the event with decision making and activity based on strategic objectives and research and insights
- In conjunction with the Race Direction Team and Event Manager, establish a proposed talent plan for acquisition that benefits the festival holistically
- Take responsibility for the contracting and relationship management of all talent
- Develop day by day itineraries for talent in event ensuring that a strong South Australia experience is delivered
- Coordinate all travel requirements and tourism experiences for talent whilst in Adelaide
- Brief talent on arrival into Adelaide
- Coordinate and brief talent hosts during event

PERFORMANCE MEASURES

- Objectives of talent attendance are met e.g. PR reach, audience engagement
- Positive feedback from talent
- All talent receives itineraries in a timely manner and are well briefed
- Effective relationships with commercial, PR and marketing teams to maximise utilisation of talent across the event

TEAMS, TRAVEL SPECIALISTS AND VIP GUEST COORDINATION – SANTOS TOUR DOWN UNDER

- Project management of all team/athlete requirements and logistics including communications, logistics and guest experience
- Coordinate with the Race Direction Team, Event Manager and European Coordinator, including regular meetings with the European Coordinator, to ensure all team requirements are met
- Coordinate all correspondence between event organiser and competing teams via the European Coordinator or via email, phone and in person when required
- Manage, develop and coordinate all compulsory participation documentation

- Coordinate required travel and accommodation logistics for competing teams including customs
- Procure and contract manage competing teams on-ground requirements including accommodation, dining (including creating floor plans, menu items and mealtimes), customs, anti doping and airport and luggage transfers
- Coordinate event related function room spaces within accommodation providers including function room booking, layout, ICT and Audio Visual requirements
- Work with key stakeholders including Adelaide Airport, Customs and airlines to coordinate equipment arrival logistics for competing teams
- Coordinate familiarisation itineraries and hosts for event VIP's
- Work closely with the Race Operations Manager and Marketing Coordinator to coordinate dressing/branding and signage relating to team experience including but not limited to team booths, airport dressing, accommodation dressing and vehicles
- Manage and where required, book all travel and accommodation requirements across the event including coordination of accommodation requirements, booking of flights & transfers for VIP guests, commissaires and athletes as required
- Manage team registrations on arrival in Adelaide with required documentation and accreditation ready
- Be the primary point of contact for teams on-event
- Coordinate all anti doping requirements on the event
- Ensure Event Manager is kept informed of the status of all contracts
- Manage invoices, payments, processes for all event accommodation and team catering, including VIP guests
- Work with the marketing team regarding Approved Travel Specialists communication and requirements in the lead up to and during event

PERFORMANCE MEASURES

- Clear and accurate documentation is prepared within policy guidelines
- Procurement and contract documentation is approved by SATC PGC and acquisitions successfully implemented within critical timeframes
- Competing teams, Travel Specialists and VIP's are engaged with the event, contribute to a positive experience for the consumer and become advocates and ambassadors for the State, contributing to the strategic objective of being the Most Loved WorldTour Race.
- Delivery of superior customer service
- Timely and effective follow up on requests and correspondence
- Successful engagement of the broader SATC team with cycling teams, Travel Specialists and VIP attendance and arrangements
- Successful management of the registration process
- Effective working relationship with the European Coordinator

RACE COLLATERAL & BRIEFINGS – SANTOS TOUR DOWN UNDER

- Work closely with the Race Direction and Event Delivery team to develop required race collateral for the event including technical guides and manuals
- Work with suppliers to procure and print race collateral items including but not limited to race numbers, transfers, frame numbers, convoy numbers and any other requirements for teams, riders and the race

- Ensure all race collateral is packaged and delivered to teams
- Provide support to the Race Direction Team at the Technical Briefings as required

PERFORMANCE MEASURES

- Race collateral is in line with UCI guidelines
- Good relationships with the Race Direction team
- Race collateral has no errors, is presented to a high standard with positive feedback from teams and Commissaires
- Teams receive race collateral in a timely manner as required

STAGE MANAGEMENT – SANTOS TOUR DOWN UNDER

- Work with the Assistant Event Manager and appointed stage management supplier to support delivery of stage management, including leading delivery at selected start or finish sites and team presentation events as required
- Support podium and presentation logistics including rehearsals and stakeholder briefings
- Assist with the preparation and review of scripts and presentation content, ensuring accuracy and alignment with broadcast, sponsor, council and event requirements
- Work with the appointed stage management supplier and onsite hosts to coordinate riders, presenting partners, councils and other stakeholders to ensure smooth participation in podium presentations and ceremonial activities
- Ensure stage activities run to schedule and provide a high-quality experience for athletes, partners, dignitaries, and spectators

PERFORMANCE MEASURES

- Stage setups completed on time for race starts, finishes, and team presentations
- Podium and presentation activities run smoothly with minimal delays or errors
- Scripts and presentation content accurate, approved, and aligned with all stakeholder requirements
- Effective coordination of riders, sponsors, councils, and dignitaries during stage and presentation activities
- Positive feedback from athletes, partners, dignitaries, and spectators on stage management and event experience
- Timely resolution of any stage-related issues or incidents
- Compliance with event schedules and milestones, ensuring high-quality delivery

PENS & WALKTHROUGHS – SANTOS TOUR DOWN UNDER

- Lead the planning and delivery of pens for commercial partners, managed events, councils and approved travel specialists at race starts and finishes, working closely with the Assistant Event Manager and Race Operations Manager
- Plan and schedule race start walkthroughs, considering timing, stakeholder availability, and operational requirements
- Coordinate walkthrough bookings for commercial partners, managed events participants, and other stakeholders, ensuring alignment with event day operations
- Support the Commercial and Managed Events delivery teams in delivering walkthroughs on specific days, providing guidance on timing and logistics

- Brief internal and external staff on delivery of walkthroughs as needed

PERFORMANCE MEASURES

- Pens for commercial partners, managed events, councils, and approved travel specialists set up accurately and on time
- Race start walkthroughs planned, scheduled, and executed efficiently, considering all stakeholder and operational requirements
- Walkthrough bookings coordinated effectively, aligning with event day operations and stakeholder needs
- On-day walkthroughs delivered smoothly with clear guidance on timing and logistics
- Positive feedback from commercial partners, councils, and managed events participants on pen and walkthrough management

PLACEMENT STUDENTS – SANTOS TOUR DOWN UNDER

- Manage the placement student program for the Santos Tour Down Under including scoping, recruitment, induction and experience overall
- Work with Event Delivery, Commercial, Marketing & PR teams to establish requirements and develop position descriptions
- Work with universities and TAFE to coordinate recruitment of students for placement student roles and ensure understanding of any changes in these environments that could impact recruitment and provide recommendations accordingly.
- Work with SATC nominated supervisors to ensure placement students have a meaningful experience and meet their development goals
- Collate feedback from students to ensure continuous improvement

PERFORMANCE MEASURES

- Santos Tour Down Under is considered 'best in class' for an event placement experience
- 100% roles filled on an annual basis
- Placement students report a positive experience
- Supervisors are well briefed and understand expectations of them

TOWN SQUARE PROGRAMMING – TASTING AUSTRALIA

- Work with the Festival Manager and Festival Curators to produce compelling programming content for Town Square (the Tasting Australia event hub) that is engaging and based on strategic objectives, research and insights.
- Coordinate the development and maintenance of programming blue-prints, event orders, action plans and run sheets
- Coordinate the production and printing of managed event collateral as and when needed
- Assist in the development and maintenance of risk management plans in relation to programming elements of the event including receiving relevant risk management information / plans from contractors
- Ensure programming is professionally presented
- Work cohesively with the Tasting Australia Operations Manager to ensure alignment of operational and programming requirements

- Work with operational, commercial and marketing teams regarding sponsor activations to ensure all sponsor activation operational requirements are executed as requested and in partnership with the Commercial team
- Work with the Commercial team to explore collaborative opportunities for programming and activation that produce mutually beneficial outcomes and promotes growth in Tasting Australia
- Effectively manage contractors during event, ensuring behaviours are in accordance with SATC's WH&S and HR policies and procedures
- Create and gain approval from the Tasting Australia Festival Manager for the budget for all allocated programming elements and monitor progressive performance against budget
- Establish and maintain relationships with all key suppliers involved with programming
- Ensure all relevant stakeholders are kept up-to-date with new information
- Project manage the programming elements of the events including the development of all contract management documents (including tender documents, service briefs and acquisition plans) in conjunction with the Festival Manager
- Additional on site responsibilities as required
- Prepare debrief documents and conduct debrief meetings with relevant suppliers

PERFORMANCE MEASURES

- Successful working relationship with Festival Manager, Festival Curators and Operations Manager
- Effective relationships with commercial and marketing teams to maximise programming elements
- Programming is well attended by consumers and meets strategic objectives
- Event partners feedback is positive, and they continue to invest in the events
- Project plan and data-related information is kept up to date and easily retrieved
- Staging of programming is articulated in minute-by-minute details, with clear delineation of responsibilities
- Programming is delivered on time, within budget, within relevant WH&S and other legislative frameworks with minimal site impact
- Programming management and risk management planning is widely recognised as best practice.
- Programming elements are professionally presented and best practice delivery
- Blueprints are developed that assist in succession planning
- Effective response to commercial requests
- Stakeholders are well informed and engage with the programming and leverage their involvement in accordance with their goal and objectives
- Successful working relationships with key stakeholders
- Relevant contractors are kept informed through the lead up to and during the events
- Effective contract management
- Procurement documentation is approved by SATC PGC and acquisitions are successfully implemented with critical timeframes

ADMINISTRATION

- Coordinate business-related administration, including records management, data entry and contracts for key stakeholders as required

- Maintain financial records and coordinate finance-related administration, including purchase orders, invoices, budget forecasts etc
- Coordinate relevant meetings, prepare agendas, distribute papers, take minutes and record the outcomes as required
- Assist with the drafting of Ministerial correspondence, board reports and post event reports

PERFORMANCE MEASURES

- Establishment of good working relationships with internal staff and external stakeholders
- Flexibility to work on a variety of duties
- Work accuracy
- Urgent and sensitive enquiries are brought to the relevant Managers attention as soon as possible
- Efficient delivery of agendas and minutes for event meetings
- Financial management to agreed budget
- Files, correspondence and other records are handled in accordance with the South Australian Tourism Commission and South Australian Government policies and practices

ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS

- Support South Australian Tourism Commission by undertaking other duties as required
- 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, working with children 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

SENIOR EVENT COORDINATOR

Purpose of the position

Successfully provide event delivery support for the Santos Tour Down Under, Tasting Australia and other SATC managed events as required.

Executive Manager	Line Manager	Incumbent
Hitaf Rasheed Executive Director Owned Events, Event Innovation and Key Projects Signed Date	Jess Sherwell Event Manager, Santos Tour Down Under Events Signed Date	Name: Title: Senior Event Coordinator Signed Date

