

POSITION DESCRIPTION

Major Events Officer



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

Major Events Officer

Purpose of the position

As part of South Australian Tourism Commissions Event Acquisition & Development Team, the Major Events Officer coordinates the planning and delivery of all Adelaide Host City Requirements of the 2027 Men’s Rugby World Cup.

This includes extensive event management, contract management and communications with internal and external stakeholder groups, in consultation with the Director, Event Acquisition & Development.

Position Title	Reports To	Position Classification
Major Events Officer	Director, Event Acquisition & Development	ASO6
Group Unit	Location	Direct Reports
Strategy, Transformation and Growth	Level 9, SA Water House 250 Victoria Square	None

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

- Tertiary qualification in Tourism, Event Management, Marketing, Management, Business Administration, or another relevant discipline.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Knowledge of major events and demonstrated experience in any or all of the following sectors: major events, tourism, sport and recreation, arts, and business management.
- Demonstrated experience in major event management and/or the delivery of major event projects, including project planning and contract management.
- Demonstrated experience in the management of stakeholder relations including the ability to build and maintain relationships through a wide variety of internal and external stakeholders.
- Ability to prioritise tasks and meet deadlines.
- Proven ability to communicate with stakeholders (external and internal) at all levels.
- Event management experience and skills.
- Experience in the marketing and promotion of events.
- Contract management experience.
- Ability to think innovatively in line with strategic imperatives.
- Sound analytical skills.
- Experience in undertaking research and presentation of key findings.
- Ability to represent the SATC to government, industry groups, media and sponsors effectively.
- Effective organisation and time management skills.
- Proven ability to use initiative and work autonomously.
- Sound written, verbal communication and interpersonal skills.
- Experience in document preparation and administration.

Desirable Criteria

SKILLS, EXPERIENCE AND KNOWLEDGE

- Event/sponsorship contract management experience.
- Experience in account management.
- Key contacts in the following areas: sport, culture/arts, events, sport
- Knowledge of South Australian tourism products.
- Demonstrated risk management skills and experience.
- Knowledge of Government Records Management principles and practices.
- Demonstrated knowledge of Microsoft Office suite of computer packages.

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.

Key Responsibilities

PROJECT MANAGEMENT

- Manage and oversee Adelaide's involvement as a Host City of the 2028 Rugby World Cup in accordance with the Host Agreements and associated documents, in consultation with the Director, Event Acquisition & Development.
- Plan and monitor the delivery of all milestones and requirements in accordance with the Host Agreements, ensuring that these programs remain within approved budgets.
- Facilitate and monitor the delivery of all marketing and promotional elements, including the program provided by the SATC as well as the support to the wider event marketing campaigns, to drive attendance and visitation.
- Plan and monitor the delivery of city dressing programs in the lead-up to and during the event, in consultation with external stakeholders.
- Plan and oversee the delivery of fan engagement programs and initiatives during the event, such as the official Fan Village in consultation with operational contractors, ensuring that these programs remain within approved budgets.
- Facilitate and monitor the delivery of volunteer programs and volunteer recognition events.
- Prepare presentation and reports and make recommendations to the Director, Event Acquisition & Development and STG Executive Director as required.
- Contribute to the implementation of Strategy, Transformation and Growth (STG) strategic and operational plans.

PERFORMANCE MEASURES

- Contractual requirements in the Host City Agreements are fully delivered in the agreed timeframes and within approved budgets.
- Project plans are developed and executed to ensure delivery of all operational milestones.
- The event meets agreed objectives and key performance indicators, including economic, media and broadcast benefits to the State.
- Proactive contribution to STG's strategic and operational plans.

CONTRACT MANAGEMENT

- Ensure all elements of the event are delivered in accordance with SATC contract and procurement processes, and in line with agreements.
- Work to resolve any issues arising during the planning and delivery phase, including seeking and applying workflow improvements as identified.
- Ensure continuous Risk Management Assessments for all significant event sponsorships.
- Establish and adhere to account management best practise for sponsored events, including collaborating with other STG departments as required.
- Maintain CRM and other systems for effective management of contracts and relationships.
- Coordinate the Host City benefits relating to the event including preparation of advertisements, logo/signage, and ticketing/hospitality.
- Coordinate the delivery and management of other SATC sponsored events and festivals as required to support the wider Event Acquisition and Development team within STG.

- Provide account management to SATC sponsored events and adhere to the SATC contract and procurement processes during the event sponsorship contract management process.
- Provide assistance in the fulfilment of sponsor benefits to the SATC including coordinating brand/signage and ticketing requirements.
- Work with sponsored events to find opportunities to leverage and grow their events.

PERFORMANCE MEASURES

- Contract management process established and executed.
- Nil Audit and Compliance issues.
- Host City benefits are fully utilised to deliver benefits to the State.

STAKEHOLDER RELATIONS

- Facilitate and manage the delivery of all milestones and requirements in accordance with the Host Agreements, in consultation with the Director, Event Acquisition & Development and relevant internal and external stakeholders.
- Coordinate regular planning meetings with the host city management and operational teams for the event and represent the STG as required.
- Coordinate regular working group and stakeholder meetings with representatives of agencies and organisations contributing to the delivery of major events.
- Work with major event host city managers to find innovative opportunities to leverage their events and optimise the return on investment for the State.
- Provide advice and recommendations regarding the project delivery to the Director, Event Acquisition & Development and STG Executive Director.
- Plan and manage community engagement to facilitate achievement of the major event legacy and development objectives.
- Provide advice to and collaborate with SATC sponsored event organisers as required to support the wider Event Acquisition and Development team.

PERFORMANCE MEASURES

- Internal and external stakeholders contribute to the delivery of requirements in the Host City Agreements within the agreed timeframes and approved budgets.
- Regular planning, working groups and stakeholder meetings occur as per the project plans to ensure delivery of all operational milestones.
- Major events legacy and development objectives are achieved.
- Sponsored events meet key performance indicators.

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

Internal and external stakeholders contribute to the delivery of requirements in the Host City Agreements.

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.

Major Events Officer

As part of South Australian Tourism Commissions Event Acquisition & Development Team, the Major Events Officer coordinates the planning and delivery of all Adelaide Host City Requirements of the 2027 Men's Rugby World Cup.

<i>Executive Manager</i>	<i>Line Manager</i>	<i>Incumbent</i>
Daniella Scuteri Acting Executive Director Strategy, Transformation and Growth _____ Signed _____ Date	Sally Heading Director, Acquisition & Development Strategy, Transformation and Growth _____ Signed _____ Date	Name: Major Events Officer Strategy, Transformation and Growth _____ Signed _____ Date

