

POSITION DESCRIPTION

Santos Tour Down Under Event Manager



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

Santos Tour Down Under Event Manager

Purpose of the position

The Santos Tour Down Under Event Manager 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.

Position Title	Reports To	Position Classification
Santos Tour Down Under Event Manager	Director, Event Delivery	ASO8 Non-Executive Contract
Group Unit	Location	Direct Reports
Events	Level 9, SA Water House 250 Victoria Square	Assistant Event Manager, Santos Tour Down Under Senior Event Coordinator, Events

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

- Bachelor degree in Event Management, Tourism or business-related discipline

SKILLS, EXPERIENCE AND KNOWLEDGE

- Proven management, leadership and communication skills, including people management
- Ability to prepare and present reports, proposals, debriefs to senior managers and stakeholders
- Well-developed organisational, planning and time management skills
- Ability to perform effectively under pressure and meet deadlines without sacrificing professional standards
- Proven strategic and business planning skills, including in risk management
- Proven financial management skills
- Proven event management and project management skills including scoping, planning, staging and evaluating
- Proven technical, creative and/or professional skills, specific to events
- Ability to grow commercially viable and creative events

Desirable Criteria

QUALIFICATIONS

- Tertiary qualifications in stage management, production, or administration

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience in management of sporting events, particularly cycling events
- Understanding and experience of the events industry in South Australia
- Knowledge of the roles and functions of the SA Tourism Commission
- Knowledge of public relations and how the media operates
- Knowledge of event tourism marketing and packaging principles
- Experience in risk management planning

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 objectives
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
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.
INFLUENCING	Uses appropriate interpersonal styles and methods to inspire and guide individuals (direct reports, peers, superiors) toward desired outcomes. Modifies behaviour to accommodate tasks, situations and individuals involved.
NEGOTIATION	Effectively exploring alternatives and positions to reach outcomes that gain all parties support and acceptance.
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.
ATTENTION TO DETAIL	Accomplishing tasks through concern for all areas involved, no matter how small; showing concern for all aspects of the job; accurately checking processes and tasks; maintaining watchfulness over a period of time.
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.
CONTINUOUS IMPROVEMENT	Continuously seeks (or encourages others to seek) opportunities for different and innovative approaches to address organisational problems and opportunities. Facilitates the use of knowledge or help from outside the workplace. Advocates the need for self or others to seek a better way to address work process issues.
COMMITMENT TO SAFETY AND ENVIRONMENT	Understands own responsibility towards 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 – Santos Tour Down Under

- Plan and manage the events 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 the SATC for the Marketing, PR, Digital, Sponsorship and Operational requirements to grow the events
- 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
- Contribute to negotiations, communications and relations with the public, contractors and other stakeholders
- In consultation with relevant team members, provide input into design and build sites relevant to the event (e.g. staging, scaffolds, seating, and marquees)
- Work to develop the status of the event to ensure the most loved WorldTour bike race is delivered
- Work to ensure the event continues to be one of the leading sporting events in Australia
- 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 identified objectives
- 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
- Deliver the event to a high standard, congruent with the other premier events in Australia and the world, 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 through areas such as event participation, corporate hospitality and event packaging
- Undertake other tasks and duties as required across the South Australian Tourism Commission

PERFORMANCE MEASURES

- Best practice event management delivery
- Strong collaboration and positive working relationships within SATC and key stakeholders
- The events deliver significant ROI and meet 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
 - Sustainability
 - Accessibility
- The event is widely recognised as being the leading event in its field and amongst the leading sporting events in the country
 - 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 teams
 - Executive Director, Owned Events, Event Innovation and Key Projects and Director, Event Delivery are well informed on the events 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 – FESTIVAL OF CYCLING

- In conjunction with the Race Direction Team and Santos Tour Down Under management team, contribute to continually delivering a compelling Festival of Cycling program in alignment with the events strategic plans, financial sustainability and partnership opportunities
- Oversee the Tour Village programming and operations to ensure continued growth, alignment with the core audiences needs and to maximise integrated partnership opportunities.
- Oversee the associated events that run in conjunction with the main races and to continue to grow and enhance these events

PERFORMANCE MEASURES

- Ensure that the Festival of Cycling calendar offers varied associated events that align with the interests of the target market
- Tour Village experience provided is of a world-class standard, receives positive feedback from audiences and meets sponsor expectations.
- The TDU Experience flows from Village into the CBD in line with Strategy.
- Achieve or exceed annual attendance, engagement and participation targets

BUSINESS PLANNING AND STRATEGIC MANAGEMENT – SANTOS TOUR DOWN UNDER

- Develop and manage annual strategic plan actions, based on current event strategy and SATC priorities.
- Ensure project plan milestones are being met or appropriate action is being taken to reschedule milestones without impacting on event delivery
- Develop, manage and implement, in collaboration with the relevant functional areas of the SATC, event risk assessment plans incorporating commercial risk and emergency response planning highlighting public and participant safety

- Alongside the relevant functional areas of SATC, 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

- Strategic plan actions reflect and contribute to event and SATC objectives, and provide the basis for performance management KPIs
- Risk management planning is widely recognised as an industry 'best practice' model
- The events are widely recognised as dynamic, constantly improving and at the leading edge in their 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 – SANTOS TOUR DOWN UNDER

- Effectively manage event contractors (including race direction 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 WH&S and HR policies and procedures.
- Effectively manage the race direction 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, projects and outcomes precisely, succinctly and in a timely manner to the Santos Tour Down Under teams and the wider Events and SATC group
- Develop event staff as part of the Events and SATC 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 staff
- Event staff have a clear understanding of their team and individual goals and how their performance is being assessed
- Strong integration of event teams with broader SATC team
- Superior performance recognised and rewarded appropriately
- Poor performance recognised and managed appropriately

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, particularly emergency services to ensure they are kept up-to-date with all new information

- Procurement documentation is approved by SATC PGC 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 events
- Collaborative planning with a strong sense of ownership within Events unit and key stakeholders
- Key stakeholder groups, particularly emergency services, are informed and prepared
- Procurement documentation is approved by SATC PGC and acquisition successfully implemented within critical timeframes

EVENT MANAGEMENT – GENERAL

- Work with SATC managed or sponsored events or other significant events, to help grow and leverage them for the State, as directed by Executive Director, Owned Events, Event Innovation and Key Projects or Director, Event Delivery

PERFORMANCE MEASURES

- Projects completed in agreed timeframes

ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS

- Support SATC 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 or employment screening check
- Class C Drivers Licence and willingness to drive
- Out of hours work, intrastate and interstate travel may be required.

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Executive Manager	Line Manager	Incumbent
Hitaf Rasheed Executive Director Owned Events, Event Innovation and Key Projects Signed Date	Joanne Chadwick Director, Event Delivery Events Signed Date	Name: Santos Tour Down Under Event Manager Signed Date

