



POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



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Position Description

Senior Event Coordinator (Tasting Australia)

Purpose of the position

The Senior Event Coordinator (Tasting Australia) will work with event management to deliver engaging, impactful and relevant managed events in order to meet the needs of consumers and stakeholders and will take the lead on delivering components of the Tasting Australia program.

Position Title:	Reports to:	Position Classification:
Senior Event Coordinator (Tasting Australia)	Event Manager – Tasting Australia	ASO5 Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Events South Australia	Level 9, SA Water House, 250 Victoria Square	Events South Australia Event 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 or business-related discipline

SKILLS, EXPERIENCE AND KNOWLEDGE

- Demonstrated experience in coordinating events or festivals
- Knowledge of the Event practices of South Australian and Australian festivals
- Well-developed budgeting skills
- Demonstrated experience in project management and understanding of project management practices
- Demonstrated experience in event program coordination and scheduling
- Well-developed organisational, planning and time management skills
- Demonstrated knowledge of risk management methodologies, processes and planning
- Ability to work independently and as part of a team
- Ability to work effectively under pressure, determining priorities and organise workloads to meet deadlines
- Ability to communicate clearly both verbally and in writing with people at all levels
- Computer skills, preferably in using Microsoft Office, Word and Excel
- Experience in administration, including filing systems and office procedures
- Coordinating promotions, displays, exhibitions, or other projects requiring attention to detail
- Ability to communicate effectively with staff at all levels in the SATC, industry stakeholders, and tourism operators and representing the SATC in a positive and dynamic way
- A personal commitment to quality customer orientated service including the ability to recognise market and customer needs
- Taking minutes and preparing agendas

Desirable Criteria

QUALIFICATIONS

- First aid certificate

SKILLS, EXPERIENCE AND KNOWLEDGE

- Demonstrated experience in programming and delivery of festival programs
- Thorough understanding and experience working in contemporary food and wine festivals nationally and internationally
- Proven people management skills
- Proven ability to be self-motivated and achieve measurable outcomes
- Understanding of Website design and updating computer software
- Knowledge of business systems
- Excellent negotiation skills
- Knowledge of the event industry and the functions and objectives of Events South Australia
- Knowledge of the tourism industry and the functions and objectives of the SATC
- Knowledge of event marketing principles
- Demonstrated experience in administering online ticketing
- Knowledge of public relations and how the media operates
- Passion for food and drink
- Ability to be creative

Competencies	
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.
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.
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
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.
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.
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.
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.
Attention to Detail	Accomplishes tasks through concern for all areas involved, showing concern for all aspects of the job; accurately checking processes and tasks; maintaining watchfulness over a period of time. Establishes and maintains systems and processes which produce a consistent outcome.

Key Responsibilities

DEVELOPMENT – TASTING AUSTRALIA

- Work in collaboration with and take advice / recommendations from the Tasting Australia creative team in the functional areas of chef programming, beverage programming, food and beverage catering
- Work in collaboration with and take advice / recommendations from managers in functional areas of SATC / Events South Australia including marketing, PR, Digital, Commercial, Finance and Procurement in order to grow the event
- Coordinate the development and maintenance of Tasting Australia event manuals, event blueprints and other intellectual property-related material
- Coordinate the development and maintenance of the Tasting Australia event project plan, event specific databases (where relevant) and event run-sheets
- Assist the development and maintenance of risk management and emergency response plans for Tasting Australia managed and associated events, including the receipt of risk management information/plans from associated events and relevant contractors and venues
- Undertake minor projects and research from internal and external resources to assist the development of Tasting Australia and other Events South Australia managed events
- Contribute to the development of Tasting Australia event programming and associated events ensuring growth, that they reflect the Tasting Australia brand and ensuring an effective spread of activity across the event (taking into consideration the time of day activities take place and climatic conditions) for maximum interest
- Collect all information required to get events on sale and upload accordingly
- Coordinate site/venue visits with relevant people to ensure a thorough understanding of requirements
- Work with the Events South Australia Commercial and Marketing teams to ensure partner and brand imperatives are met and Tasting Australia continues to grow
- Contribute to strategic planning and the ongoing development of Tasting Australia and other Events South Australia managed events, within the framework of Events South Australia's long-term objectives
- Work closely with the Tasting Australia digital team to ensure that all information presented through the events digital channels is up to date

PERFORMANCE MEASURES

- 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 and data-related information is kept up to date and easily retrieved
- Tasting Australia is recognised as being at the leading edge in its field

DELIVERY – TASTING AUSTRALIA

- Successfully stage Tasting Australia managed events using best practise methodologies
- Coordinate the selection of external Event Managers as required and provide assistance pre-event and on-site
- Provide support to associated events in order to ensure best results for their individual events and Tasting Australia
- Contribute to the conduct of Tasting Australia launch and other event related functions
- Ensure Tasting Australia is presented professionally
- Effectively manage employees, contractors and volunteers, ensuring behaviours are in accordance with SATC's WH&S and HR policies and procedures
- Work with Commercial team to ensure sponsor requirements are executed
- Create and gain approval from the event manager for budget requirements and monitor progressive performance against budget

PERFORMANCE MEASURES

- Tasting Australia events are staged successfully, and meet their identified targets and/or objectives
- Tasting Australia events are delivered on time, within budget, within relevant WH&S and other legislative frameworks with minimal site impact
- Target numbers for the Tasting Australia managed and associated events are met (or exceeded), including a higher percentage of interstate and overseas visitors
- External Event Managers and contractors have a clear understanding of their role and Tasting Australia expectations
- Staging of event is articulated in minute-by-minute details, with clear delineation of responsibilities
- Events are professionally presented and best practise delivery
- Employees, contractors and volunteers function as a highly productive team
- Effective response to commercial requests
- Effective working relationships across Events South Australia

REPRESENT – TASTING AUSTRALIA

- Provide the first point of contact for the Tasting Australia associated events program
- Present to Tasting Australia associated event organisers as required
- Present to venues and contractors involved in managed events ensuring they understand the objectives of the event and their requirements
- Provide accurate and up-to-date information to the public and other interested parties
- Coordinate and attend promotional activities effectively promoting Tasting Australia and other managed events, providing relevant information
- Represent the South Australian Tourism Commission / Events South Australia at industry functions and present at educational institutions as required

PERFORMANCE MEASURES

- Associated event stakeholders are accurately informed about Tasting Australia
- Managed event stakeholders are accurately informed about the event they are involved with and the festival as a whole
- Activities are professionally presented and effectively promote the event
- Effective relationships are developed and maintained with key industry partners
- Enquiries are handled in a courteous, efficient and timely manner, presenting the event and the SATC as a professional, friendly and leading-edge organisation

CONTRACT MANAGEMENT AND LIAISON – TASTING AUSTRALIA

- Act as the primary Tasting Australia contact for associated events and managed event venues and contractors
- Establish and maintain relationships with all key contractors involved with the delivery of Tasting Australia managed and associated events
- Project manage the Tasting Australia managed and associated events including the development of all contract management documents (including tender documents, service briefs and acquisition plans) in conjunction with the Event Manager
- Ensure relevant stakeholders are kept up-to-date with all new information
- Consult with and provide assistance to external events as required
- Procurement documentation is approved by SATC APU and acquisitions are successfully implemented within critical timeframes

PERFORMANCE MEASURES

- Associated events and managed event contractors are well informed and engaged with Tasting Australia which aids in the growth and development of the event
- Collaborative planning with a strong sense of ownership within Events South Australia and key stakeholders
- Associated events are kept informed throughout the lead up to and during Tasting Australia
- Procurement documentation is approved by SATC APU and acquisitions are successfully implemented within critical timeframes

DELIVERY – SANTOS TOUR DOWN UNDER

- Work with the Santos Tour Down Under event team to deliver a component of the Santos Tour Down Under associated events program, with work requirements to be included in a detailed brief
- Provide event delivery assistance with Events South Australia sponsored events as required

PERFORMANCE MEASURES

- Events are staged successfully, and meet their identified targets and/or objectives
- Events are delivered on time, within budget, within relevant WH&S and other legislative frameworks with minimal site impact
- Contractors have a clear understanding of their role and event expectations
- Staging of events are articulated in minute-by-minute details, with clear delineation of responsibilities

- Events are professionally presented and best practise delivery
 - Employees, contractors and volunteers function as a highly productive team
 - Effective response to commercial requests
 - Effective working relationships across Events South Australia
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- Recruit and supervise Tasting Australia industry placement students
 - Effectively manage relevant employees, contractors and volunteers ensuring behaviours are in accordance with SATC's WH&S and HR policies and procedures
 - Provide employees and volunteers (relevant to the role) with appropriate training and briefing

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.

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Purpose of the position

The Senior Event Coordinator (Tasting Australia) will work with event management to deliver engaging, impactful and relevant managed events in order to meet the needs of consumers and stakeholders and will take the lead on delivering components of the Tasting Australia program.

Executive Manager

Hitaf Rasheed
Executive Director
Events South Australia

Signed

Date

Line Manager

Farah McRae
Event Manager – Tasting Australia

Signed

Date

Incumbent

Name
Title
Events South Australia

Signed

Date