



POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



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Position Description

Events South Australia Hub Programming Producer

The Events South Australia Hub Programming Producer will work with event management to produce and deliver engaging, impactful and relevant program elements in the Santos Tour Down Under Tour Village and Tasting Australia presented by RAA Travel Town Square that meets the needs of consumers and event stakeholders.

Purpose of the position

Position Title:	Reports to:	Position Classification:
Events South Australia Hub Programming Producer	Event Manager – Santos Tour Down Under	ASO5 Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Events South Australia	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 a passion for excellence and exceeding expectations.

Essential Criteria

QUALIFICATIONS

- Nil

SKILLS, EXPERIENCE AND KNOWLEDGE

- Excellent communication skills, both oral and written with people at all levels
- High level interpersonal skills, with the ability to build and maintain effective working relationships with a range of stakeholders
- Knowledge of the Event practices of South Australia and Australian festivals
- Well-developed budgeting skills
- Demonstrated experience in event production and/or program coordination
- Proven ability to be self-motivated and achieve measurable outcomes
- High level of attention to detail and follow-through
- Ability to work independently and as part of a team
- Ability to think laterally, creatively and strategically
- A personal commitment to quality customer orientated service including the ability to recognise market and customer needs
- Demonstrated experience in 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 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

QUALIFICATIONS

- Tertiary qualification in event management, tourism or business-related discipline
- First Aid Certificate

SKILLS, EXPERIENCE AND KNOWLEDGE

- Demonstrated experience in the events and festivals industry as a producer or event manager
- 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
- Experience in managing events
- Previous experience securing musical acts and event activations
- 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 RAA Travel, Santos Tour Down Under and National Pharmacies Christmas Pageant
- Knowledge of South Australian tourism product

Competencies

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.
Negotiation	Effectively exploring alternatives and positions to reach outcomes that gain all parties' support and acceptance.
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.
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.
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.

Key Responsibilities

PROGRAMMING DEVELOPMENT

- Work with the Event Managers and Directors to produce compelling content for Tour Village (Santos Tour Down Under) and Town Square (Tasting Australia presented by RAA Travel) that is engaging and reflective of the event audience
- 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 programming blue-prints, event orders, action plans and run sheets
- Ensure programming milestones are included in the event project plans
- Assist in the development and maintenance of risk management plans in relation to programming elements of events including receiving relevant risk management information / plans from contractors
- Ensure the programming is effectively spread across the event (taking into consideration the time of day it takes place and climatic conditions) for maximum interest
- Ensure programming adequately utilises hub infrastructure
- Ensure programming is aligned with the strategic imperatives of the events and that the programming evolves year on year
- Work with the Events South Australia commercial and marketing teams to ensure partner and brand imperatives are met and the event continues to grow
- Work with Events South Australia digital team to ensure that all information presented through the events' digital channels is up to date
- Contribute to strategic planning and the ongoing development of the Events South Australia managed events, within the framework of Events South Australia's long-term objectives
- Actively research event programming trends and opportunities to ensure product is world-class

PERFORMANCE MEASURES

- Successful working relationship with Event Managers and Event Directors
- Effective relationships with commercial and marketing teams to maximise programming elements
- Programming is well attended by consumers
- Event partner feedback is positive and they continue to invest in the events
- Programming management and risk management planning is widely recognised as an industry 'best practice' model
- Events South Australia events are recognised as being at the leading edge in their field
- Project plan and data-related information is kept up to date and easily retrieved

PROGRAMMING DELIVERY

- Ensure programming is professionally presented
- Effectively manage employees, contractors and volunteers, ensuring behaviours are in accordance with SATC's WH&S and HR policies and procedures
- Work cohesively with Hub 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
- Create and gain approval from the relevant event manager for the budget for all allocated programming elements and monitor progressive performance against budget

PERFORMANCE MEASURES

- 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 elements are professionally presented and best practice delivery
- Blueprints are developed that assist in succession planning
- Employees, contractors and volunteers function as a highly productive team
- Effective response to commercial requests
- Effective working relationships across Events South Australia

PROGRAMMING CONTRACT MANAGEMENT AND LIAISON

- Establish and maintain relationships with all key contractors 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 relevant event manager
- Consult with and provide assistance to external events as required

PERFORMANCE MEASURES

- Stakeholders are well informed and engaged with the programming and leverage their involvement in accordance with their goals and objectives
- Collaborative planning with a strong sense of ownership within ESA and key stakeholders
- Successful working relationships with key stakeholders
- Relevant contractors are kept informed throughout the lead up to and during the events
- Effective contract management
- Procurement documentation is approved by SATC APU and acquisitions are successfully implemented within critical timeframes

PROGRAMMING ADMINISTRATION

- Project Manage relevant contracts including the development of contract management documentation (including tender documents, service briefs and acquisition plans) in conjunction with relevant event manager
- Coordinate business-related administration, including records management, data entry and contracts for key stakeholders as required
- Coordinate meetings, prepare agendas, distribute papers, take minutes and record the outcomes as required
- Maintain financial records and coordinate finance-related administration, including purchase orders, invoices, budget forecasts
- Assist with drafting Ministerial correspondence, board reports and post event reports

PERFORMANCE MEASURES

- Programming elements are managed efficiently and in accordance with SATC and Government policies and practices
- Meetings are conducted efficiently with a clear understanding of outcomes and provision of minutes and action points are done in a timely manner
- Files, correspondence and other records are handled in accordance with SATC and Government policies and practices
- Reports and other correspondence are properly researched, well drafted and prepared in a timely manner
- Procurement documentation is approved by SATC PGC and acquisitions successfully implemented within critical timeframes
- Financial management to agreed budget

SUPERVISION

- Effectively manage relevant hub employees, contractors and volunteers, ensuring behaviours are in accordance with SATC's WH&S and HR policies and procedures
- Provide relevant employees and volunteers with appropriate training and briefing

PERFORMANCE MEASURES

- Set measurable tasks and oversee them to completion
- Excellent relationships between all team members
- Hub programming employees, contractors and volunteers function as a highly-productive team

ORGANISATIONAL CONTRIBUTION/SAFETY AWARENESS

- Support Events South Australia 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 law and prevailing conditions
- Follow the principles of a sustainable working environment by following organisation 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

Hitaf Rasheed
Executive Director
Events South Australia

Signed

Date

Line Manager

Jess Sherwell
Event Manager
Tour Down Under

Signed

Signed

Incumbent

Name
Title
Events South Australia

Signed

Date