

Position Description



Title	Events and Marketing Coordinator
Division	Operations
Department	Tourism & Events Industry Services
Reports To	Manager - Tourism & Events Industry Services, Chief Executive VTIC
Direct Reports to the Role	Nil
VECCI Position Classification Level	Band 4

About the organisation

The Victorian Employers' Chamber of Commerce and Industry (VECCI) is the peak body for employers in Victoria, informing and servicing more than 15,000 members, customers and clients around the State. Through advocacy and representation we are committed to being the voice for business, representing and championing our members through meaningful economic and industrial public policy.

We provide industry with a broad range of leadership, advice, and services, and our specialist departments include industrial relations, policy and advocacy, apprenticeships services, international trade, sustainability, tourism, and business training and consulting.

Our Values

As a member of the VECCI team, you commit to demonstrating VECCI's values at all times. In addition, as part of the performance review process, you will be formally assessed against the contribution you have made to our values through the defined expected behaviours.

Business Excellence

- Delivers superior member, customer and client service
- Achieves results
- Strives for continuous improvement
- Responds effectively to change
- Communicates effectively

Integrity and Respect

- Acts honestly, ethically and reliably
- Shows respect for all individuals for their diverse backgrounds, differences, skills and contribution
- Demonstrates a commitment to teamwork; actively engages in discussions, listens to others with empathy and supports decisions once they are made

Leadership

- Sets and maintains positive performance standards for others to follow
- Demonstrates a commitment to economic, social and sustainable work practices
- Acknowledges mistakes and focuses on finding solutions to problems
- Takes responsibility and is accountable for own actions, commitments and results

About the Position

This role is responsible to lead the development and staging of the annual events program for Tourism & Events Unit, operating as the Victorian Tourism Industry Council (VTIC). The program focuses on three areas, educational events, networking events and an annual conference although the role also encompasses some operational support for a limited number of stakeholder meetings. The scope of the role is inclusive of concept development, marketing activity, sponsorship acquirement (with external support), event delivery and assessment. In addition the role will develop marketing and communication strategies including social media for the overall position of TEU and VTIC.

Performance Objectives	Performance Measures
<p>1. Event Co-ordination</p> <ul style="list-style-type: none"> • With guidance of the Manager - Tourism & Events Industry Services and support from the VECCI Tourism & Events Unit (TEU) lead the coordination of events and related activities on behalf of the TEU. This work will be undertaken in collaboration with other TEU staff including support with regard to sponsorship acquisition and content development. • Manage the profitable execution of the TEU annual events program. • Acquire sponsorships, manage sponsorship package delivery and sponsor relationships. • Develop event concepts and themes and marketing communication strategies for events, in particular using social media. • Manage attendee registration and payment processing. • Develop event collateral with external creative support. • Undertake event evaluation. • Manage event running sheets, event scheduling and work flow. • Acquire & confirm speakers with assistance from TEU staff. • Manage venues relationship and bookings to achieve favourable commercial terms for the TEU. • Liaise with venue event/hospitality, book & confirm service providers, e.g. audio-visual staff and equipment and other relevant suppliers. 	<ul style="list-style-type: none"> • Commercial performance of each event and the event program as an annual calendar. <p><i>(net margin guidance)</i> Networking events - Net margin target 10% -15% Education & training - Net margin target 5% -10% Major Conferences - Net margin target 10% -15%</p> <ul style="list-style-type: none"> • Event attendance numbers based on historical data and event development plans. • Event attendee satisfaction surveys outcome exceeding 70% satisfaction.
<p>2. Industry relationships</p> <ul style="list-style-type: none"> • Form a positive, collaborative and proactive working relationship with key tourism stakeholders and organisations across Victoria. • Maintain and support a positive relationship with all other divisions within VECCI; particularly the VECCI events team with the objective of collaboration where possible. • Manage stakeholder relationships as they relate to the TEU event program. • Maintain the social networks for VTIC and associated organisations. • Marketing and communications - implement strategies to broaden the awareness and 	<ul style="list-style-type: none"> • VTIC board member satisfaction surveys outcome exceeding 70% satisfaction • To the satisfaction of the Manager - Tourism & Events Industry Services, Chief Executive VTIC

<p>relevance of VTIC and TEU to the tourism & events industries.</p> <ul style="list-style-type: none"> • Significant contribution to the marketing and communications of the TEU through leading the maintenance of the VTIC website. • Work with VECCI's Communications and Public Affairs Departments to promote VTIC and TEU in appropriate VECCI publications. 	
<p>3. Other</p> <ul style="list-style-type: none"> • Undertake other projects and co-ordination responsibilities as required. 	<ul style="list-style-type: none"> • <i>To the satisfaction of the Manager - Tourism & Events Industry Services, Chief Executive VTIC</i>
<p>Key Selection Criteria</p> <ul style="list-style-type: none"> • Tertiary qualification with a minimum three to five years experience in the tourism or events sector. • Demonstrated success in event management with a particular focus on business to business events ideally related to the tourism, events, hospitality or leisure industry. • Demonstrated experience in developing and implementing marketing and communications strategies, including but not limited to the use of social media. • Demonstrated ability to manage event budgets and achieve positive results. • Excellent interpersonal skills and the capability to identify and foster key internal and external relationships. • Ability to work autonomously and a capacity to make decisions with or without the direct guidance of a supervisor. • Working familiarity with Windows, databases, and a demonstrated understanding of communications and social media technology. • Working knowledge and/or experience in using Mail Chimp email marketing service advantageous. 	
<p>Other Information</p> <ul style="list-style-type: none"> • In order to be considered as the preferred applicant for this position, it is a requirement that a satisfactory police record check as part of VECCI's recruitment process as a pre-condition for employment. • A current and valid driver's licence is a mandatory requirement of this position for the term of employment. 	

<p>Employee Name (please print)</p>			
<p>Employee Signature</p>		<p>Date</p>	
<p>Manager Signature</p>		<p>Date</p>	