Event Coordinator

Description

Template

**POSITION: Event Coordinator**

**LOCATION:**

**STATUS:** Permanent, Full-Time

**SALARY:** $ [negotiable]

**YOUR EVENT**

[Introductory paragraph about your event]

**SCOPE OF THIS POSITION:**

The Event Coordinator’s role is to ensure the event is delivered to the highest quality and supports the event’s strategic direction and vision.

**TASKS & RESPONSIBILITIES:**

**Key Result Areas**

1. Event management
2. Marketing management
3. Event development and growth support
4. Administration

**SUPERVISION RESPONSIBILITIES**

This role works closely with all committee members to coordinate information and, if instructed, may direct coordinators of event elements as required. This role is responsible for the management and supervision of the team of event volunteers.

**RELATIONSHIPS**

Internal: Liaise with the committee president, other committee members and a team of passionate volunteers.

External: Suppliers, destination management organisation, Councillors, relevant government staff (e.g. for traffic management), stallholders, sponsors, contractors, and other stakeholders

**DUTIES**

The tasks required of the Event Coordinator include the following, but are not limited to these:

**Event Management**

* Work towards achieving overarching vision and mission of the event. This includes demonstrating innovation and initiative to sustain the event’s future.
* As instructed, assist with the development of activities taking place during the event.
* Assist with managing the event’s planning timeline and work with coordinators to meet deadlines.
* Complete risk assessment analysis and make changes to improve safety.
* Work with volunteers and contract staff, and ensure communication channels remain open and clear.
* Coordinate and manage the event’s signature events from end to end including event development, planning, promotion, logistics, and reporting.
* Coordinate event operations – planning, set up, event, pack up, and debrief.
* Develop the site design with the committee.
* Coordinate the event’s merchandise.
* Develop and coordinate an efficient Volunteer Management System.
* Be the initial point of contact for any ad hoc business and/or community liaison.
* Coordinate general event enquiries.
* Manage the event’s environmental sustainability and accessibility improvements.

**Marketing Management**

* Develop and implement a marketing strategy and annual marketing plans.
* Coordinate digital and print content including, but not limited to, program, flyers, website updates, social media, and media releases.
* Measure the effectiveness of marketing activities.

**Event Development & Growth Support**

* Coordinate the annual post event review process, culminating in an annual review report with recommendations for enhancements.
* Source post event feedback from stakeholders – markets, sponsors, participants, attendees.
* Support the committee in event development each year.

**Administration**

* Be the contact for event enquiries and operations management.
* Ensure the destination’s tourism staff are well informed of the event and are proactively promoting the event.
* Liaise with stakeholders such as venues, contractors, suppliers, Council, etc.
* Ad-hoc administration and clerical duties – including but not limited to, day to day office duties, reception, maintain image and video library, database management, emails, etc.

**KEY PERFORMANCE INDICATORS (KPIs)**

**Event Management**

KPI 1 Ensure open communication channels, flagging issues immediately with the appropriate coordinator, manager or committee member

KPI 2 Be across all details to ensure that all elements of the event are clearly understood. Check and double check to ensure accuracy.

KPI 3 Improve the event’s environmental sustainability and accessibility.

**Marketing Management**

KPI 4 Ensure work completed is accurate and timely.

KPI 5 Achieve KPIs and targets set within the annual marketing plan.

**Event Development & Growth Support**

KPI 6 Ensure all elements of the annual post event review process are accurate and handled in a timely manner.

**Administration**

KPI 7 Ensure all work is accurate and issues are flagged well in advance of any foreseeable issues arising

KPI 8 Brief the committee regularly and ensure transparent and open communication.

KPI 9 As the direct contact, ensure all dealings with internal and external stakeholders are courteous and professional in nature.

**WORKPLACE HARASSMENT**

It is the policy and objective of [Your Event] to ensure there are no occurrences of harassment within our committee or event management team. The Event Coordinator has a clear responsibility to ensure that they do not engage in any type of behaviour that may be unwelcome and unsolicited, nor that a person could consider to be offensive, intimidating, humiliating or threatening.

**NECESSARY SKILLS & EXPERIENCE (SELECTION CRITERIA)**

(R) - Required   
(D) - Desirable (training could be provided)

* Experience in an event coordination, tourism, public relations or marketing role   
  (3+ years) (R)
* Ability to work calmly under pressure and within tight deadlines (R)
* Demonstrated creative ability and developed negotiation skills (R)
* Excellent time management skills (R)
* Positive, enthusiastic and “can-do” approach (R)
* Proven experience working effectively in a team-oriented environment (R)
* Experience in a front-line customer service environment (R)
* Demonstrated ability to effectively liaise with a diverse range of people and different audiences (R)
* Effective written and verbal communication skills (R)
* Tertiary qualification in business, tourism or hospitality and experience in a similar 'project officer' type role would be advantageous. (D)
* Possession of a current “C” Class Driver’s Licence (R)

**PERSONAL COMPETENCIES**

* Result-focused, resilient, encouraging and inspiring of others
* Display personal characteristics of trust, respect, integrity and fairness
* Provide excellent customer service in a pleasant, accurate and timely manner
* Actively work cooperatively in a team environment
* Be proactive in opportunities to engage in learning and process improvements
* Have confidence in networking and developing new relationships
* Understand and develop knowledge in applying Workplace Health & Safety practices
* Understand and commit to the principles of anti-discrimination, workplace harassment and equal opportunity within our workplace

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Signature of President

Date:

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Signature of Individual

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Name of Individual

Date: