

POSITION DESCRIPTION



M: PO Box 733, BENDIGO 3552
A: 15 Hopetoun Street, Bendigo
P: (03) 5434 6000
W: www.bendigo.vic.gov.au

POSITION TITLE & NUMBER:	Coordinator Business Events (#277)
EMPLOYMENT STATUS:	Full time, Ongoing
CLASSIFICATION:	Band 7
FULL TIME SALARY RANGE:	\$94,102 - \$105,292 plus superannuation
UNIT:	Tourism & Major Events

THE CITY

The vision for Greater Bendigo is “Greater Bendigo celebrates our diverse community. We are welcoming, sustainable and prosperous. Walking hand-in-hand with the traditional custodians of this land. Building on our rich heritage for a bright and happy future”. As the Council we work in partnership with our community to move toward this vision.

As an organisation we aspire to be a values driven, be a flexible employer, embrace diversity, have generous leave provisions, encourage staff training and development and provide a supportive, team orientated work place. Further information is found at www.bendigo.vic.gov.au

THE UNIT

The Tourism and Major Events Unit is responsible for attracting and retaining major events that deliver positive economic impact , generate state and or national level publicity, and position Greater Bendigo for repeat events, enhance civic pride, activate venues across the city and showcase Greater Bendigo as a vibrant and contemporary city.

<https://www.bendigo.vic.gov.au/Services/Arts-and-Events/Major-events>

POSITION OBJECTIVE

- Develop plans state-wide and nationally to market Bendigo as an attractive business events destination within Regional Victoria.

KEY RESPONSIBILITIES AND DUTIES

- Work with Business Events Victoria (BEV) and major professional conference organisers (PCO's) to raise Bendigo's profile as a business events destination.
- Develop a sales orientation and target specific niche industry sectors such as Rotary clubs, car clubs, medical industry, corporate and other relevant industry sectors.
- Continue to work with prospective and secured Business Events for the city, which includes managing a range of sponsorship and support services committed to these events.
- Develop, implement, and deliver a communication plan and the full range of internal and external communications for the Major Events Unit and liaise with the Tourism Unit when additional marketing activities are being provided/required/budgeted for.
- Develop relevant industry training and enrichment programs that inform and assist the tourism members in the business events sector.
- Liaise with related industry services sectors to develop comprehensive product and package offerings for the business events market.
- Liaise with the Bendigo Visitor Centre Accommodation and Business Services staff to ensure cross promotional opportunities are maximised by event participants including accommodation bookings and satellite information services.

Our Values & Behaviours



- Prepare items of communication for a range of City publications which may include the Bulletin, Council Reports, the Insider and the City’s Annual Report.
- Manage all enquiries for new business events and provide information and advice for local venues, facilities and support services.

SKILLS AND ATTRIBUTES

Technical/specialist skills:	Leadership, staff development, budgets, attention to detail, problem solving, event management, relationship management.
Personal attributes:	Communication, motivating, encouraging, innovative, time management

ORGANISATIONAL RELATIONSHIPS

Reports to:	Manager Tourism & major Events
Supervises:	Two Officers
Internal Liaisons:	Staff members, Managers, Directors and other City employees
External Liaisons:	Service authorities, contractors, general public, customers and external suppliers

ADDITIONAL INFORMATION

- A satisfactory Police Record Check and Working with Children Check is required for this position.
- You will comply with and follow all Occupational Health and Safety requirements as set out in all relevant policies, procedures, legislation and Acts.
- You may be provided with or use equipment that contains electronic monitoring devices.
- Some flexibility in working hours is required including early starts, weekends, public holidays and/or evening work.

QUALIFICATIONS

- Degree or Diploma qualification with several years of subsequent relevant experience in tourism, hospitality, business, event management, or higher formal qualifications either in tourism, hospitality, business, event management or in Management together with experience, or lesser formal qualifications with extensive relevant experience.

KEY SELECTION CRITERIA

- Demonstrated relevant experience preferably in sales, marketing, business events and promotions.
- Demonstrated experience in delivering high levels of effective customer service.
- Skills in managing time, setting priorities and planning and organising one’s own work and that of other employees so to achieve specific and set objectives in the most efficient way, with the available resources, within a set timetable despite conflicting pressures.
- A strong customer service focus and ability to interact and consult with managers, staff, contractors and volunteers in a team environment.
- Knowledge of and familiarity with the principles and practices of budgeting and relevant accounting and financial procedures.
- Policy development and implementation of appropriate policies and procedures within the Organisation.

BAND 7 CLASSIFICATION DESCRIPTORS

ACCOUNTABILITY & EXTENT OF AUTHORITY:

- Responsible for resource management, the freedom to act is governed by policies, objectives and budgets with a regular reporting mechanism to ensure achievement of goals and objectives. Decisions and actions taken at this level may have a significant effect on the programs or projects being managed or on the public perception of the wider organisation.
- Responsible for providing specialist advice and to regulate clients, the freedom to act is subject to professional and regulatory review. The impact of decisions made or advice given may have a substantial impact on individual clients or classes of clients.
- Input into policy development and formulation within the area of expertise, the work may be of an investigative, analytical or creative nature, with the freedom to act generally prescribed by a more senior position. The quality of the work of these positions can have a significant effect on the policies which are developed.

JUDGEMENT & DECISION MAKING:

- The nature of the work is specialised with methods, procedures and processes generally developed from theory or precedent. Ability to problem solve using the application of these established techniques to new situations and ability to recognise when these established techniques are not appropriate.
- Requirement to identify and analysis an unspecified range of options before a recommendation can be made into policy formulation.
- Guidance is not always available within the organisation.

SPECIALIST SKILLS & KNOWLEDGE:

- Require proficiency in the application of a theoretical or scientific discipline in the search for solutions to new problems and opportunities.
- Analytical and investigative skills are required to enable the formulation of policy options from within a broad organisation-wide framework.
- An understanding of the long term goals of the wider organisation and of its values and aspirations and of the legal and political context in which it operates.
- Knowledge of and familiarity with the principles and practices of budgeting and relevant accounting and financial procedures.

MANAGEMENT SKILLS:

- Supervise and provide guidance and support to staff.
- Skills in managing time, setting priorities and planning and organising one's own work and where appropriate that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable despite conflicting pressures.
- An understanding and an ability to implement personnel policies and practices including awards, equal opportunity and occupational health and safety policies, recruitment and selection procedures and techniques, position descriptions and employees development schemes.
- Contribute to the development and implementation of long term staffing strategies.

INTERPERSONAL SKILLS:

- Ability to demonstrate, display and promote the City's staff values and behaviours.
- Ability to provide excellent customer service in adherence to the City's Customer Service Charter.
- High level written and oral communication skills.
- Ability to gain co-operation and assistance from clients, members of the public and other employees in the administration of broadly defined activities and to motivate and develop employees.
- Ability to liaise with counterparts in other organisations to discuss and resolve specialist problems and with other City employees to resolve intra-organisational problems.
- Ability and commitment to maintain confidentiality at all times.