



Local Government Association Tasmania

## Marketing and Events Officer

Our organisation is the peak representative body for Local Government in Tasmania.

We are looking for an experienced marketing and events officer to secure and manage enduring sponsorship arrangements and manage a range of events for our Members.

Reporting to the Strategic Communications Director, you will bring a disciplined approach and a successful track record of achieving outcomes. As a not-for-profit we need to achieve big results on small budgets.

LGAT needs a team member who has: strong events management experience, a sales or sponsorship background, experience in digital and social media, budgeting, financial and contract management skills and strong experience in managing stakeholders.

The incumbent will need to be a team player, take responsibility and ownership for their KPIs, have exceptional communication skills, be able to meet strict deadlines, be flexible, understand risk management and have a positive, can-do attitude.

We are a small team with a large workload yet the work is exciting and we see immediate results from our efforts. The role does require a combination of skills so if you have most of them and are looking for a challenge, do apply.

The position, based in Hobart, is 4 days a week (0.8FTE) attracting an annual salary of \$70,000 (pro rata).

For enquiries regarding the position phone (03) 6233 5966 or email [admin@lgat.tas.gov.au](mailto:admin@lgat.tas.gov.au)

The position description and required skills, knowledge and experience are available on our website at [www.lgat.tas.gov.au](http://www.lgat.tas.gov.au).

Applications addressing what attracted you to this role, what you regard as the critical components to delivering it successfully and why we should select you, should be forwarded by 5.00pm Thursday 21st September, 2017 to:-

Dion Lester, Policy Director,  
Local Government Association of Tasmania  
GPO Box 1521, HOBART, 7001  
[admin@lgat.tas.gov.au](mailto:admin@lgat.tas.gov.au)



## **POSITION DESCRIPTION**

<b>POSITION TITLE:</b>	Marketing and Events Officer
<b>POSITION STATUS:</b>	0.8 FTE (60 hours per fortnight) with some flexibility around events required.
<b>SALARY:</b>	\$70,000 per annum (pro rata)
<b>REPORTING ARRANGEMENTS:</b>	The Marketing and Events Officer reports directly to the Strategic Communications Director but must operate with some degree of autonomy, making day-to-day decisions relating to work priorities and workload management.
<b>LOCATION:</b>	326 Macquarie Street, Hobart
<b>SPECIAL CONDITIONS:</b>	Current driver's licence is essential.  Will be required to work out of normal office hours on occasion.  Some intrastate and interstate travel (with possible overnight stays) will be required.  Employees of LGAT are required to undertake a 6-month probation period prior to confirmation of their employment agreement. A formal performance appraisal will be undertaken during this time and annually thereafter.

### **POSITION OBJECTIVES:**

- Lead the development of innovative, enduring commercial sponsorship arrangements and activities which will expand the organisation's relationships within and outside the local government sector and deliver effective partnerships.
- Manage a range of events and related activities concurrently, with varying timelines and workloads, in a demanding, high volume work environment, while achieving event deadlines and program milestones, with limited staff support.

## **KEY RESPONSIBILITIES:**

- Coordinate and deliver key events across the organisation, including the Annual Conference, Pre Election Training, Elected Member Workshops, and Breakfast Forums. This includes managing the identification and coordination of venues, speakers, budget, sponsors, trade, contracts and evaluation.
- Manage the Training Calendar and support the delivery of other Local Government professional development forums as required, including Mayor's workshops, General Manager's Workshops, 2IC Forums and policy driven forums.
- Identify opportunities to grow LGAT's events and professional development offerings to Members.
- Establish and monitor milestones and performance indicators, report on progress, undertake detailed analysis, evaluate event outcomes and make recommendations for improvements to future events and projects to enhance the experience and profitability of events.
- Deliver the Local Government Awards for Excellence program.
- Coordinate the development of a sponsorship/marketing strategy.
- Secure and manage sponsorship, advertising and partnerships to support LGAT events and communications through developing and maintaining strong, strategic relationships.
- Develop and implement an annual events and marketing plan.
- Ensure effective communication of LGAT events in conjunction with the Strategic Communications Manager.
- With the Strategic Communications Director, coordinate all the media activities for the Association's events.
- Develop and maintain cooperative and productive working relationships with cross-functional project teams, internal and external stakeholders to achieve objectives and maximise participation in events.
- Participate as required in local and national meetings consistent with the general requirements of the position.

## **SKILLS, KNOWLEDGE AND EXPERIENCE**

- Demonstrated ability to strategically secure corporate sponsorship and partnership arrangements and other commercial partnerships with government and corporate sectors.
- Considerable experience and achievement in managing successful events.
- Excellent interpersonal skills and a capacity to build and maintain effective relationships with a range of stakeholders, including senior management, staff, elected representatives, media and external parties. Able to work both independently and collaboratively as a productive team member.
- Strong written and oral communication, liaison and negotiation skills.
- Demonstrated excellent organisational skills with strong emphasis on time management, financial accountability and flexibility to adjust and adapt workloads to meet competing office priorities.
- Demonstrated high-level problem-solving skills and an outcome driven approach.
- Demonstrated budgeting and financial management skills as well as a high level of IT literacy.

## **QUALIFICATIONS:**

- Tertiary qualifications relevant to the position are desirable.
- Minimum three years demonstrated relevant experience.