

HR	Success Profile	
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Role	Events Producer
Reports to	Marketing Communications Manager
Department	Fundraising, Marketing & Communications
Manages / Supervises	Events Officer, Events and Logistics Officer
Date revised	October 2018

PURPOSE OF THE JOB:

Have primary responsibility for the timely management and delivery of events, including developing creative event strategies and campaigns that are aligned to broader organisational objectives including but not limited to sponsorship programs, conferences, exhibitions, Guide Dog graduations and presentations, community and industry information/merchandise stands, supporter events, fundraising initiatives and state-wide road shows. This role requires regional travel around NSW with weekend and night work.

KEY ACCOUNTABILITIES:

Key Result Area	
EVENT OPERATIONS	JOB HOLDER IS SUCCESSFUL WHEN:
Deliver events strategy to support growth goals	<ul style="list-style-type: none"> Develop and implement a strategic events program that delivers continuous engagement with our stakeholders (e.g. donors and supporters, clients, puppy raisers and volunteers) and generates business leads. Plan, maintain and execute the annual events calendar for Guide Dogs NSW/ACT. Research, identify and plan new event projects to meet changing strategic requirements. Canvass requirements for events and leverage events across all departments as appropriate. Manage budgets, suppliers and logistics for all events. Conduct post-event analysis and provide timely ROI reports to enable evaluation of event effectiveness.

	<ul style="list-style-type: none"> Identify event requirements and opportunities for PR and media, marketing collateral, merchandise and other promotional materials and volunteers.
Key Result Area	
EVENT OPERATIONS	JOB HOLDER IS SUCCESSFUL WHEN:
On the ground operational and logistic requirements to support all Guide Dog NSW/ACT events	<ul style="list-style-type: none"> Manage individual event logistics from end-to-end, delivering on budget and in a timely manner, to achieve greater community awareness, fundraising revenue and supporter engagement to the satisfaction of our internal customers. Liaise with venues, promoters, sponsors and commercial partners for each event as appropriate Ensure operational documents, risk management and crisis communication plans specific to each event, are created and implemented and ensure all involved are aware of his/her role. Maintain all furniture, fixtures, equipment ensuring each event is supplied with all their requested kit and marketing collateral. Maintain Gulliver (replica Guide Dog) to a high standard in functionality and appearance. Coordinate safe transportation of Gulliver to and from events.
Key Result Area	
MERCHANDISE AND	JOB HOLDER IS SUCCESSFUL WHEN:
Provide Logistics for all Guide Dogs NSW/ACT merchandise requirements	<ul style="list-style-type: none"> Manage all 'back end' logistics related to the sale of Guide Dogs NSW/ACT merchandise including timely procurement, warehousing and reporting. Ensure all new stock is entered into CRM, inventory management program (AX) and quarterly stocktakes take place. Fulfil internal requests for merchandise, including preparing stock for events and campaigns. Ensure stock is stored safety, neatly and with no stock spoilage. Artarmon Storage units to be maintained, tidy and safe at all times.
Key Result Area	
STAKEHOLDER	JOB HOLDER IS SUCCESSFUL WHEN:
Identify, build and maintain effective relationships across the organisation	<ul style="list-style-type: none"> Manage a small team of in-house events personnel, PR Speakers and volunteers. Manage event working groups, liaising with relevant staff, volunteers and clients, as appropriate, to ensure smooth event execution and promotion (in line with brand and corporate guidelines) to achieve specific event objectives.

	<ul style="list-style-type: none"> • Develop relationships with colleagues in Client Services, The Guide Dog Centre and the Fundraising, Marketing & Communications department to enable strategic and operational objectives to be met, and influence behaviour and tactics with positivity and effectiveness. • Work with the Digital Marketing Producer and IT team to develop and maintain high-level and technologically advanced events web pages. • Work closely with Puppy Liaison Coordinator and Guide Dogs Centre staff to ensure a high standard of care and welfare is delivered for all puppies and dogs at all events. • Ensure Events Team representation on the Work Health & Safety Committee and conduct training as necessary. Report on relevant issues and actively encourage awareness of work health and safety issues.
Key Result Area	
STAKEHOLDER	JOB HOLDER IS SUCCESSFUL WHEN:
Identify, build and maintain effective relationships with external suppliers and stakeholders	<ul style="list-style-type: none"> • Source and manage suppliers as required. Negotiate with suppliers for pro bono services or reduced rates. • Address event security issues including liaising with all emergency service personnel prior to and during the event, as necessary. • Ensure the Guide Dog Centre tour program is managed and implemented effectively and meets organisational goals. • Develop and implement an effective PR Speaker program, including ensuring regular liaison with, training and organisational integration of Speakers. Maintain Speaker program budget.

KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:

Essential	Desirable
<ul style="list-style-type: none"> • A tertiary degree in Communications, Events Marketing/Management or a similar field. • A minimum of 5 years' prior experience in an events management or production role. • Superior planning and organising skills with the ability to work on multiple tasks/projects concurrently and meet set deadlines. • Display a positive attitude and desire to exceed expectations. • Have the ability and confidence to communicate with all levels of management and with those external to the organisation. 	<ul style="list-style-type: none"> • Experience in managing a team of direct reports • Previous experience in the not-for-profit sector • Knowledge of accessible communications for people with sight loss or vision impairment • Appreciation of animal welfare standards required at events

<ul style="list-style-type: none">• Ability to use own initiative, be adaptable, take ownership of tasks and work with minimal supervision while also being able to work within a team environment.• Hold a current driver's licence with a clean driving history.• Able to manage the physical demands and inherent requirements of the job and complete the tasks and duties as stated.	
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[Name]

[Sign]

[Date]
