

POSITION DESCRIPTION

Position Title: Event Coordinator	Department: Strategic Communication & Marketing
<input type="checkbox"/> New Position <input checked="" type="checkbox"/> Change to Existing Position	Date: 1 February 2017
Reports to (position):	Club & Events Marketing Manager
Positions that report to this position:	None

PRIMARY PURPOSE OF THE POSITION:
To coordinate the organisation and execution of GRV and club events.
SCOPE:
<p>As the key touch-point for consumers engaging with GRV, events are crucial to elevating the public perception of the greyhound breed, greyhound racing and GRV.</p> <p>As part of the Strategic Communication & Marketing team, the Event Coordinator is responsible for events delivered by GRV and associated clubs. Working closely with the Club & Events Marketing Manager and club managers the Event Coordinator's role is to deliver exceptional consumer experiences that increase patrons desire to engage more frequently with greyhound racing on and off the track.</p> <p>Working with the Club & Events Marketing Manager to assist with the development of on-track activities, the Event Coordinator will deliver expertise and advice for clubs and ensure procurement and process is executed flawlessly and within GRV policy guidelines. The Event Coordinator will deliver innovation at every opportunity and be abreast of the latest trends in event execution and entertainment options.</p>
FREEDOM TO ACT / DECISION MAKING:
<p>Without referral to manager</p> <ul style="list-style-type: none"> - Day-to-day interactions with clubs on current and future event plans - Procurement administration - Supplier sourcing <p>After consultation with manager or others</p> <ul style="list-style-type: none"> - Define initiative objectives and performance measures - Significant procurement planning <p>Referred to manager or others</p> <ul style="list-style-type: none"> - All expenditure approval

KEY RESULT AREA	ACCOUNTABILITY /ACTIVITY	KEY PERFORMANCE INDICATOR
<i>Area of Focus</i>	<i>What activities are you responsible for?</i>	<i>How will you measure success?</i>
Events	<ul style="list-style-type: none"> • Delivery of GRV and club events on time, on budget and to the best level possible. • Continually look for ways to elevate GRV and club events to new levels. • Define goals, objectives and implementation plans for all events. • Maintain the calendar of events and implement a system that facilitates long-term planning and cost effective event management. <p>GRV Events</p> <ul style="list-style-type: none"> • Prepare event plans with the Club & Events Marketing Manager for key GRV marketing campaign and community events (such as TAB Great Chase, GAP events, attendance driving events) ensuring GRV objectives are met and GRV is presented in the best possible light. • Ensure thorough pre-event consultation with key stakeholders • Ensure suppliers comply with insurance and have relevant licenses. <p>Club Events</p> <ul style="list-style-type: none"> • Ensure thorough pre-event consultation with key stakeholders • Ensure suppliers comply with insurance and have relevant licenses. • Assist in identifying and developing promotional opportunities around significant racing moments • Prepare information for key executives and board communications relating to the effectiveness of events <p>Procurement</p> <ul style="list-style-type: none"> • Lead the procurement process for items for the promotion of events and giveaways at events in line with GRV's procurement policy. • Ensure the GRV procurement policy is adhered to at all times for all events <p>Execution and Review</p> <ul style="list-style-type: none"> • When required by the Club & Events Marketing Manager, be the key point person to represent GRV at events and work with relevant club managers (appoint alternative if required) • Ensure full review and report for each event is submitted 	<ul style="list-style-type: none"> • Events delivered within budget and value of budget • Feedback from clubs on planning and execution process • Events planned for and delivered in a timely manner • Attendance figures • Quality of event activities • Feedback from patrons via structured surveys • Quality of post-event reports • Procurement policies are adhered to, and feedback from procurement manager
Budget Management	<ul style="list-style-type: none"> • Ensure that all initiatives are delivered within budget • Ensure the effective use of the GRV procurement process to deliver cost effective executions 	<ul style="list-style-type: none"> • Initiatives are delivered within budget • Effective procurement procedures

Strategy	<ul style="list-style-type: none"> Contribute to the development of GRV strategies and business strategies by lending expertise in the area of Event coordination 	<ul style="list-style-type: none"> Quality of contribution to strategy development
Relationships	<ul style="list-style-type: none"> Maintain positive and effective relationships with the Strategic Communications and Marketing team, wider Management team, clubs and all GRV employees Develop and maintain relationships with internal and external industry stakeholders for the benefit of GRV Develop positive and effective relationships with suppliers 	<ul style="list-style-type: none"> Feedback from Executive, management and GRV staff Feedback from M&C team Quality of relationships across the industry Quality of relationships with suppliers
Innovation	<ul style="list-style-type: none"> Continually seek ways to improve events and process to ensure that GRV remains competitive and innovative in the way we execute our key events and initiatives. 	<ul style="list-style-type: none"> New initiatives are developed and implemented
GRV Values	<ul style="list-style-type: none"> Through actions and behaviour, demonstrate the GRV Values of; Responsiveness, Integrity, Impartiality, Accountability, Respect, Leadership – at all times and encourage others to act similarly. 	<ul style="list-style-type: none"> Quality and effectiveness of actions and behaviours displayed in line with GRV Values

KEY BUSINESS CONTACTS	
EXTERNAL	INTERNAL
GRV Club Managers	GM – Strategic Communications & Marketing
Industry partners	Marketing Manager
External Suppliers	GRV Strategic Comms Team
	Racing Operations

PERSON SPECIFICATION	
EDUCATION/QUALIFICATIONS <i>necessary to meet position objectives</i>	
ESSENTIAL	DESIRABLE
Tertiary qualifications in Marketing, Business, Event Management or related discipline	Experience in a government or not-for-profit organisation
	Minimum of 3 years experience in an Events role within a fast paced, high volume environment
	Experience marketing sports or events
SKILLS/KNOWLEDGE <i>necessary to meet position objectives</i>	
ESSENTIAL	DESIRABLE
Strong communication and interpersonal skills	Experience with and knowledge of key industry players, general racing knowledge and experience
Strong project management skills	Strong analytical and problem solving skills
Exemplary written and verbal communication skills	
High level of accuracy and attention to detail	
ATTRIBUTES <i>required to ensure satisfactory performance and cultural fit</i>	
ESSENTIAL	DESIRABLE
Innovative	Ability to Multi-task
Team Player	Self Motivated
Process Oriented	Creative
Reliable	

EMPLOYMENT CONDITIONS

- Terms and conditions of employment are per the current GRV 'Employee Enterprise Agreement'
- The GRV environment is a unique and challenging operational environment. It operates weekdays, weekends, day and night hours. GRV employees are bound by a number of regulatory Government requirements. In addition, all staff are required to abide by GRV policies including restricted gambling, greyhound ownership and the Code of Conduct for Victorian Public Sector Employees.
- All employment at GRV is subject to a satisfactory police check prior to commencement
- All employees at GRV are required to have the right to work in Australia.
- All employees are required to comply with OHS statutory obligations.
- GRV is an EEO employer.

NAME: _____ DATE: __/__/__

SIGNATURE: _____ -