

# Position Description

Position Title	Senior Advisor Events
Portfolio	Advocacy
Reports To	Executive Manager Advocacy
Employment Type	Full-Time
Location	West Leederville

## Team Overview

This role is within the Advocacy team, which is responsible for amplifying the voice and enhancing the profile and perception of WALGA and the Local Government sector, through contemporary internal and external communications, stakeholder relations (including member engagement and government relations), events and media.

## Position Purpose

The Senior Advisor Events is responsible for providing event management and event marketing expertise across WALGA. This position leads event planning, strategy, marketing, communications and management for all events and conferences.

## Key Accountabilities

Mentoring / Supervision	<ul style="list-style-type: none"> <li>• Lead discussions and decisions regarding key projects and deliverables</li> <li>• Oversee management of workflow and deliverables and support performance and development for nominated direct report(s) / projects</li> </ul>
Event Strategic Advice	<ul style="list-style-type: none"> <li>• Event-related stakeholder advice and management, across WALGA</li> <li>• Lead event management across WALGA</li> <li>• Provide strategic support to management and staff on events</li> <li>• Lead sponsorships and partnership management for events</li> <li>• Provide advice on continual improvement in pre and post event content and insights collection through event feedback</li> <li>• Strategic special projects support, as related to events</li> <li>• Manage all event digital marketing tools including event app registration tools and CRM integration</li> </ul>



<p><b>Event Strategy and Delivery</b></p>	<ul style="list-style-type: none"> <li>• Develop ideas for creative events and event marketing campaigns and lead delivery across the business, from strategy to delivery</li> <li>• Build strategies and develop events communications including tailored invitations, collateral and post event content to build profile and credibility of the sector and WALGA</li> <li>• Liaise with the Marketing and Communications team to develop content and communications plans for events, leveraging traditional and social media</li> <li>• Plan and execute initiatives to reach the target audience/s through tailored channels</li> <li>• Plan and execute event sponsorship packages, and liaise with sponsors</li> <li>• Analyse historical event data, to identify opportunities and strategies for increased attendance and engagement</li> <li>• Propose innovative ways of reaching key stakeholders through events</li> <li>• Liaise with suppliers to execute events, including development of marketing and communications across multiple channels</li> <li>• Deliver all event logistics, managing the event from initial briefing to post event budget consolidation, attendance reporting and event project debrief</li> <li>• Undertake individual tasks to support wider marketing strategy, as required</li> </ul>
<p><b>Analytics and Reporting</b></p>	<ul style="list-style-type: none"> <li>• Develop comprehensive event reporting to inform business decisions and future strategies including recommendations on research approach and reporting</li> <li>• Develop and provide reports and metrics on a regular basis, including budget tracking, engagement and lists, satisfactions scorecards and internal feedback about event engagement activities</li> <li>• Gather and collate information and prepare documentation to provide accurate, timely and complete reports that enable planning, review and continual improvement of WALGA event management that reflect industry best practice</li> <li>• Monitor ROI and KPIs from the annual marketing plan, as it relates to events</li> </ul>

## Key Relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none"> <li>• Escalate issues, make suggestions, and provide updates.</li> <li>• Support project management</li> <li>• Provide advice and lead event supplier management</li> </ul>



	<ul style="list-style-type: none"> <li>• Receive advice and report on progress towards business objectives and future directions</li> <li>• Identify emerging issues/risks and their implications and propose solutions</li> <li>• Report on progress towards business objectives and discuss future direction</li> </ul>
Direct Report	<ul style="list-style-type: none"> <li>• Lead discussions and decisions regarding key projects and deliverables</li> <li>• Oversee management of workflow and deliverables and support performance and development for nominated direct report(s)/projects</li> <li>• Support performance using the PACE program and Capability Framework</li> <li>• Guide, support, coach and mentor</li> </ul>
Team	<ul style="list-style-type: none"> <li>• Support a positive environment through teamwork, sharing knowledge and supporting colleagues</li> </ul>
Stakeholders	<ul style="list-style-type: none"> <li>• Provide expert advice on a range of project related issues and strategies</li> <li>• Optimise engagement and collaboration to achieve defined outcomes.</li> <li>• Manage expectations and resolve issues</li> </ul>
External	
Stakeholders	<ul style="list-style-type: none"> <li>• Establish professional networks and relationships across other jurisdictions to maintain currency of issues, share ideas and learnings, and collaborate on common responses to emerging and/or developing issues</li> <li>• Engage in, consult, and negotiate the development, delivery, and evaluation of research projects</li> <li>• Manage expectations and resolve issues</li> <li>• Communicate needs, facilitate routine business transactions</li> </ul>
Supplier/Service Providers and Consultants	<ul style="list-style-type: none"> <li>• Manage expectations and resolve issues with suppliers</li> <li>• Communicate needs, facilitate business transactions, and resolve issues</li> <li>• Negotiate contracts and service agreements</li> <li>• Manage contracts and monitor the provision of service to ensure compliance with contract and service agreements</li> </ul>

## Key Competencies

Knowledge and Experience	<ul style="list-style-type: none"> <li>• Proven senior experience in events management</li> <li>• Extensive experience in event marketing, from strategy to delivery and post event</li> <li>• Exceptional understanding of event management including traditional, online and hybrid events</li> <li>• Solid understanding of marketing strategy, campaigns and communications to support promotion and delivery of events</li> </ul>
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	<ul style="list-style-type: none"><li>• Thorough understanding of marketing channels including traditional and digital marketing such as SEO/Social media etc</li><li>• Understanding of market research methods and the application of research to event strategy and management</li><li>• Demonstrable experience in marketing data analytics and tools</li><li>• Experience with digital platforms including eDM, website and social media</li></ul>
Skills	<ul style="list-style-type: none"><li>• Stakeholder management, particularly collaborating with internal stakeholders to deliver on projects</li><li>• Strong interpersonal communication skills, including influencing and negotiating at all levels clearly and with confidence</li><li>• Ability to work both autonomously and in a collaborative team environment, with a strong initiative, attention to detail and ability to prioritise tasks</li><li>• Ability to think on feet and come up with contingency as and when required</li><li>• Strong planning and execution skills</li><li>• Exceptional attention to detail</li><li>• Commercial awareness partnered with a creative mind</li><li>• A strong team player who is proactive in generating team engagement and increasing collaboration within the team and with other teams</li><li>• Highly adept at using Microsoft 365 applications as well as utilising web-based applications and online tools.</li></ul>
Behaviours	<ul style="list-style-type: none"><li>• Sets a tone of integrity and professionalism within WALGA and in dealings external to WALGA</li><li>• Incorporate future thinking into planning and develop innovative approaches to achieve long-term objectives.</li><li>• Effectively shape perceptions and outcomes through communication</li><li>• Embeds continuous improvement practices into everyday operations</li><li>• Add value to Advocacy efforts through meaningful contributions and well-informed recommendations</li><li>• Build organisational change readiness by anticipating and addressing potential resistance to change</li><li>• Uses a customer-centric approach to anticipate and meet the evolving needs of members and stakeholders</li><li>• Create a culture of partnership and collaboration within the organisation and external stakeholders.</li><li>• Show an awareness of the principles of Workplace Health &amp; Safety and applies them by taking care and being alert about issues in the workplace</li><li>• Assist in identifying Workplace Health &amp; Safety risks within the workplace, ensuring that all potential risks are properly reported</li><li>• Foster a culture of openness and support regarding mental health and well-being, encouraging employees to seek help when needed</li></ul>



<p>Values</p>	<p>Ability to demonstrate and apply WALGA's values:</p> <ul style="list-style-type: none"><li>• <b>Respect</b> - We act honestly, with integrity and respect</li><li>• <b>Excellence</b> - We strive for excellence and an environment of continuous improvement</li><li>• <b>Accountability</b> - We take responsibility and work openly and transparently</li><li>• <b>Collaboration</b> - We value strong relationships and partnerships</li><li>• <b>Curiosity</b> - We encourage a spirit of enquiry, and an innovation mindset</li></ul>
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