



**Leading
Roles**

›Executive ›Management ›Professional

Information Pack for the role of Major Events and Attraction Coordinator

Whitsunday Regional Council



Whitehaven Beach

Closing date for Applications is 5pm, Monday 21 January 2019

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Sunset, Tourism Events Queensland Lauren Bath

THE POSITION OBJECTIVES AND KEY RESPONSIBILITIES

The Whitsunday Regional Council is seeking a Major Events and Attraction Coordinator to support the prosperity of the region through the development and attraction of major and signature events.

The newly created position will deliver the Whitsunday Major Festival and Events Attraction Strategy; including the analysis of emerging markets and selection of targeted events that will bring tourism and commercial visitors to the region.

Key Responsibilities include:

- Establish and implement the Whitsunday Major Festival and Events Attraction Strategy
- Coordinate, manage and run major events throughout the region
- Develop procedures and templates to support the delivery of existing and new events
- Coordinate the calendar of events to ensure economic benefit for the region
- Establish relationships with key stakeholders including potential sponsors.

Opportunities

- As a newly created position, there is the opportunity to shape the position moving forward.
- Work closely with the Economic Development Executive Officer.
- The strategy is currently under development with a suite of opportunities identified that will be ready to be realised.
- The region enjoys a mature 'events' market and culture; for example, there are plenty of suppliers ready to support large scale and commercial events in the region.
- The role can be based anywhere in the Whitsunday region and is a beautiful place to live.

Challenges

- Given the team has a fairly 'lean' structure it is important that the successful candidate is very comfortable running events from a hands-on perspective.
- Strong attention to detail and coordination skills and experience are essential, while also having a strategic view and perspective.
- Advanced stakeholder management is required, including the ability to reach out to new markets and seek sponsorship opportunities.
- Strong report writing skills are essential for Council meetings and briefings.
- Given the number of events planned, and the associated deadlines involved, there will be pressure associated with this role.

Skills and experience:

- Tertiary qualifications in Event Management, Marketing or a relevant discipline.
- Demonstrated experience in a similar role, effectively attracting and coordinating large scale events.
- Demonstrated high level interpersonal skills and ability to communicate, in writing and verbally, with a diverse range of internal and external stakeholders.
- Demonstrated high level of organisational skills with the ability to meet strict deadlines and manage competing priorities.
- Local government experience is desirable but not essential.
- Demonstrated high level computer literacy, with the ability to utilise financial, records management and Microsoft suite of programs.
- Class Manual Drivers Licence.

This is a permanent full-time position and a competitive remuneration package is on offer.

The application period for this role ends at 5pm, Monday 21 January 2019.

Salary

- Whitsunday Regional Council employees receive a generous superannuation payment – 9.5% in the first year and 12% thereafter when the employee contributes 6% (including salary sacrifice).
- The Whitsunday Regional Council current Certified Agreement contains provisions for increases in pay commencing 1 July each year. See councils current Certified Agreement for relevant increases.
- Council offers above award wages and allowances due to a very comprehensive certified agreement. Salaries and wages are paid fortnightly into a nominated bank account.

Employee benefits

- Salary sacrifice provisions via our 3rd party provider.
- Study Assistance Program, plus a strong emphasis on developing our people
- Employee Assistance Program (EAP) - the employee assistance program provides 24 hour nationwide confidential counselling services for employees and their families going through personal or work related problems.
- Active Social Club with raffles and various events throughout the year.
- Corporate health plans with LGAQ.
- Relocation expenses by negotiation (prior to commencing employment).
- Microsoft Office HUP program
- Standard 5 weeks annual leave each year (plus 17.5 per cent loading)
- 15 days of personal leave per annum (including leave to care for family)
- A range of other generous leave entitlements.
- Paid maternity leave - 6 weeks with the option of 12 weeks half pay, and paid paternity leave - 1 week.
- Ability to take long service leave pro-rata after 7 years of service.

More information about the role can be found at Attachment 1 Position Description.

ORGANISATIONAL PROFILE

Whitsunday Regional Council is led by a Mayor and six divisional Councillors, who are elected by eligible voters in each division for a four year term. The incumbent Mayor and Councillors were sworn in on Monday 4 April 2016.

Together, the Mayor and Councillors comprise the governing body of Whitsunday Regional Council and are required to discharge their roles in accordance with the Local Government Act 2009. The Mayor and Councillors represent the interests of the region's residents and ratepayers and provide leadership and guidance to the community. See further information via the links below:

- Council Strategic and Operational Planning Documents
<http://whitsundayrc.qld.gov.au/173/Plans-and-reports>
- Council Budget Documents
<http://whitsundayrc.qld.gov.au/519/20162017-Budget>
- Council Meetings Agendas and Minutes
<http://whitsundayrc.qld.gov.au/150/Agendas-and-minutes>
- Organisational Structure
<http://whitsundayrc.qld.gov.au/145/Organisational-Structure>



Airlie Beach Festival of Music, Tourism Whitsundays

THE WHITSUNDAY REGION

As the gateway to the Great Barrier Reef and the magnificent 74 Whitsunday Islands, the Whitsunday region has one of the fastest growing populations in Queensland. Boasting a strong and diverse economy driven by the agriculture, construction, mining and tourism industries; the Whitsunday region has the potential to become the economic powerhouse of North Queensland.

The Whitsunday region encompasses a total land area of 23,862 square kilometres and includes the major townships of Airlie Beach, Bowen, Cannonvale, Collinsville and Proserpine, with numerous rural and coastal communities and residential areas scattered throughout the area. The Bruce Highway is the major transport corridor running north-south through the region, to Mackay in the south and Townsville in the north.



Regional Map

The Whitsunday region is home to approximately 35,500 permanent residents. Due to the strength of the local economy, the region's population is expected to grow at an annual rate of 2.3 per cent over the next 20 years, which exceeds the State average of 1.8 per cent.

Renowned for its relaxed lifestyle, the region boasts beaches, rainforests and large tracts of national parkland. While the region is rural and coastal in its nature, residents and visitors alike enjoy access to contemporary facilities including museums, art galleries, cafes, hotels and restaurants, entertainment facilities and cinemas.

The region enjoys a tropical climate of hot summers and warm winters, with average daily temperatures ranging from 22 – 23 degrees Celsius in the winter months of June and July, and up to 29 – 30 degrees Celsius in the summer months of December and January. The tropical wet season occurs during January to March, with the cyclone season beginning in November and typically ending in April.

RECRUITMENT TIMEFRAMES AND MILESTONES

How to Apply

Please submit your application via the Leading Roles website: <https://www.leadingroles.com.au>.

Please upload:

- A covering letter addressing the *Position objectives and key responsibilities* section of this information pack.
- Your CV, preferably in Microsoft Word or PDF format.

Recruitment Process timeframes

<i>Application Period:</i>	From 3 January (Advertising) – 21 January 2019
<i>Closing date for Applications:</i>	5pm on Monday 21 January 2019
<i>Initial Assessment:</i>	Week commencing 21 January 2019
<i>Council Interviews:</i>	Week commencing 28 February 2019

**Note these timeframes are indicative only and may change subject to the outcomes of the recruitment process, council staff and candidate availability.*

Assessing Applications

Initial interviews

Leading Roles will review all applications received and identify suitable candidates to conduct initial interviews with. These interviews will be conducted by Leading Roles via an online web conference or by telephone.

We will assess your application against Council's Selection Criteria as detailed in the Position Description in these initial interviews.

Shortlisting and Council Interviews

Council will determine a shortlist of suitable candidates, and will arrange interviews with Council's interview panel, depending on candidate and council staff availability.

The interview panel will consist of 2 -3 members of council staff. Council may elect to include a non-voting panel member for assessment of technical competency.

Council may require their preferred candidates to undergo psychometric assessment to assist in understanding the candidate's fit for the role and organisation, working preferences and attributes.

Following selection of a preferred candidate Council may require a number of further checks including reference checks, criminal history checks and medical assessments.

You must be an Australian Citizen or hold the appropriate visa to work in Australia to apply for this role. Leading Roles will undertake checks to confirm your right to work in Australia at offer stage.

Privacy Information: *Leading Roles is collecting your personal information in accordance with the Information Privacy Act for the purpose of assessing your skills and experience against the position requirements. The information you provide in your application will only be used by employees of Leading Roles. Your information will be provided to authorised Council Officers, including Human Resources and the relevant selection panel members. But it will not be given to any other person or agency unless you have given us permission or we are required by law.*



Great Barrier Reef

CONTACT



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Catseye Beach Hamilton Island, Jason Hill Tourism Events Queensland

ATTACHMENT 1 – POSITION DESCRIPTION

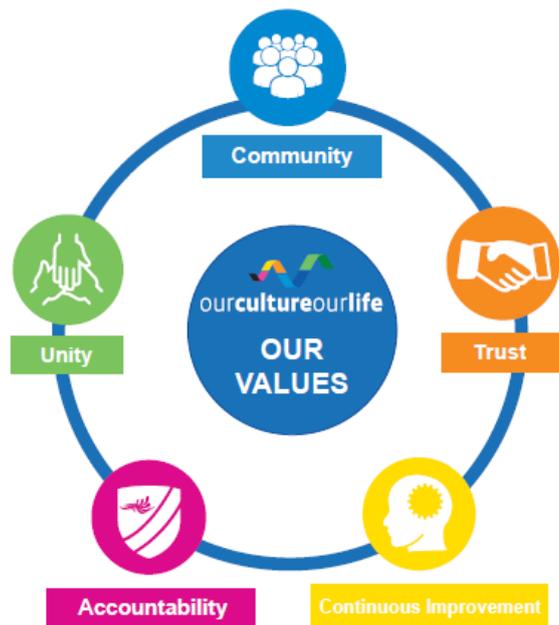
Position Description

Major Events and Attraction Coordinator

POSITION TITLE:	Major Events and Attraction Coordinator
POSITION NUMBER:	1042.1
DIRECTORATE:	Office of the Mayor and CEO
BRANCH:	Economic Development
EMPLOYMENT CONDITIONS:	Queensland Local Government Industry – Stream A Award 2017 Whitsunday Regional Council Certified Agreement
POSITION STATUS:	Permanent Full Time
POSITION LEVEL:	6
ACCOUNTABLE TO:	Executive Officer – Economic Development
LAST REVIEWED DATE:	August 2018

COUNCIL VALUES

Whitsunday Regional Council's culture is driven by the following values:



PRIMARY PURPOSE

Assisting Council to attract and coordinate a wide range of major events throughout the region which provide economic benefit through visitor attraction and increased tourism expenditure for the benefit of all areas of the region.

KEY RESPONSIBILITIES

1. Assist Council's preferred consultant to establish the Whitsunday Major Festival & Events Attraction Strategy which will include research on existing events, gaps in emerging event markets and in the regions event calendar for the year, selection of targeted events for attraction, and the development of a roadmap encompassing detailed marketing and incentive plan for the delivery of the strategy.
2. Implement the Whitsunday Major Festival & Events Attraction Strategy.
3. Coordinate, manage and run major events for the region in accordance with the Whitsunday Major Festival & Events Attraction Strategy.
4. Develop procedures and templates to support the delivery of existing and new events in the region by community event coordinators to increase the success, sustainability and opportunity to expand the events into major visitor attraction activities.
5. Coordinate a calendar of events scheduled across the region to assist event holders to effectively manage the staging and timing of events, in order to achieve maximum economic benefit for the region.
6. Keep abreast of event opportunities, informing relevant stakeholders of the opportunities and work in partnership to attract events to the region.

OPERATIONAL ACCOUNTABILITIES

1. Work with key stakeholders in order to build their capacity to attract and effectively manage events for the region.
2. Implement strategies and activities which allow Council to be successful in gaining and meeting the obligations of funding and grants specifically relating to the staging of events.
3. Build and maintain appropriate networks within Council, with key stakeholders within our communities and with various government and service agencies to ensure maximum benefit for the region with respect to event attraction and coordination.
4. Refer matters that may impact upon the business, Council and employees to the relevant Supervisor or Manager.
5. Undertake other relevant duties as directed, consistent with skills, competence and training.

ORGANISATIONAL ACCOUNTABILITIES

1. Workplace Health and Safety

- Actively participate and promote a safety culture that believes all incidents are avoidable and strives to create an environment free from injury or illness, and operate in accordance with Council's Health and Safety Duty Statement and associated safety policies/procedures.

2. Culture

- Drive a positive and proactive customer service culture and demonstrate an active commitment to the culture, vision and values of Council.
- Comply with Council's Code of Conduct and all Council policies and procedures at all times.

3. Information Services and Technology

- Protect and manage Council's information assets in accordance with legislative, policy and process requirements.
- Use Council's technology appropriately and with respect.

4. Disaster Management

- Assist, support and participate in Council's response to a disaster event, including any exercises and/or any event where the Business Continuity Plan is activated.

5. Customer Service

- Demonstrate a comprehensive understanding of the customers of Council, creating a culture of customer service excellence.

6. Financial Accountability and Governance

- Models compliance with Council's purchasing Policy.
- Delegations may be applicable to this position and are detailed in the Delegations Corporate Register.
- Legislative Sub-Delegations and authorisations may also be applicable.

QUALIFICATIONS/SKILL

Essential

1. Tertiary qualifications Event Management, Marketing or a relevant discipline.
2. Demonstrated experience in a similar role, effectively attracting and coordinating large scale events.
3. Demonstrated high level interpersonal skills and ability to communicate, in writing and verbally, with a diverse range of internal and external stakeholders.
4. Demonstrated high level of organisational skills with the ability to meet strict deadlines and manage competing priorities.
5. Demonstrated high level computer literacy, with the ability to utilise financial, records management and Microsoft suite of programs.
6. C Class Manual Drivers Licence.

ACKNOWLEDGEMENT

This Position Description provides a general indication of the responsibilities and nature of the work to be undertaken by the employee. It is not intended to be a comprehensive list of all duties, tasks and/or requirements of the role.

The Position Description is reviewed on a regular basis and may be varied, with consideration being made for the employee's skills, experience and expertise. Any changes will be made in consultation with the employee.