



POSITION DESCRIPTION – summarised version

Position:	Event Manager
Reporting to:	Managing Director
Contract start:	mid October 2011
Contract end:	mid October 2012
Direct Reports:	Course Director / Manager, Database / Admin Manager, Marketing Execution / Event Support, Event PR (outsourced contractor), Accounts & Finance
Budget Responsibility:	Varies dependent upon event being managed
Spending Authority:	As per signed off event budgets

Position Overview and Purpose:

The Event Manager is responsible for effectively managing the overall production of a *total sport* event. The Event Manager is ultimately responsible for ensuring each aspect of an event is executed in a timely manner, and that the event performs as per business objectives.

The role is both managerial and a hands-on / operational one. The Event Manager oversees the planning, co-ordination, execution and review tasks involved in each distinct functional area of an event ie. financial, course planning & operations, marketing, event entry & administration, plus reporting. The hands-on aspects of the role will alter depending on what is needed on any given day.

A total sport Event Manager must be prepared to roll up their sleeves at any stage throughout the event management process, and at the same time place a strong emphasis on strategy, vision, planning, management and teamwork.

Key Responsibilities and Deliverables

- Event Planning and documentation
- Event Coordination
- Budget management
- Management of event team
- Event communications
- Event execution
- Event evaluation and reporting

Key Relationships

(Individuals and groups critical to the effective functioning of this role)

- All people representing all areas in total sport “event” team
- Event sponsors
- Event suppliers & contractors
- Councils plus other event stakeholders (in event concession / permit process)
- Website Manager (external)

Key Challenges

(top line priorities of the role)

- total sport – event team management (empowerment to / resourcing of team members)
- Event budget - management & execution
- Marketing & PR – management & execution
- Relationship management – sponsors, councils / stakeholders, suppliers / contractors

Key Performance Indicators

(business results that prove that the job is being done well)

- Events are run under budget (or on par with budget)
- Post event evaluation is completed within 5 weeks of event
- Actual budget is completed within 4 weeks of event
- Effective management of event with no major incidents
- Positive feedback from event participants
- TS team to feed back post event (in order to complete event evaluation)

Person Specification

(Experience, skills and character attributes required – minimum requirements and “would be advantageous” factors)

- 3 years+ hands-on event management experience
- Personable, friendly, positive personality
- Ability to manage oneself, plus event team members
- Positive relationship management skills
- Effective planning skills
- Time management skills
- Leadership skills, and ability to develop leadership
- Flexibility, ability to execute contingency plans
- Autonomous and independent working style
- Ability to multi-task
- Ability to stick to deadlines and budgets
- Methodical in approach to completing tasks
- Personal passion for delivering memorable events that promote healthy lifestyles

