



Position Description



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| Job Title: | Head of Events |
| Department: | Venue & Events |
| Manager: | Head of Venue and Events |
| Location: | UNSW Kensington Campus |
| Special Conditions: | After hours and weekend work required |
| Date Revised: | June 2022 |

PRIMARY OBJECTIVE

The Director of Events manages the event team, leads the implementation of sales and marketing initiatives, take ownership of client relationships from prospect through to event delivery, and utilise industry experience to improve the venue's offering and services.

The Director of Events manages event staff, coordinates logistics with the Production unit, negotiates contracts with clients and suppliers, and shares ownership of the delivery of events to a standard of service that enhances the venue's reputation, and grows the business.

This role is effectively a 2IC in venue with oversight of all event operations on behalf of the venue, and therefore suitable for candidates with venue management ambitions.

ORGANISATIONAL CONTEXT

Arc @ UNSW is an incorporated company limited by guarantee governed by a Board of Directors of 15 people. Arc is a voluntary student membership organisation that provides recreational, cultural, representational and retail services to the students of the University of New South Wales (UNSW). The organisation operates as a commercial entity to maintain financial viability and to provide student services and programs for members.

Arc @ UNSW directly employs approximately 50 staff on a permanent basis and 100 casual employees. The organisation also utilises the time and resources of a large number of student volunteers to administer programs and events. Day to day management of the organisation is performed by the CEO who reports to the Arc Board. The CEO is supported by a senior management team accountable for operations of the organisation at both campuses.

The Venue & Events department manages the operations of the Roundhouse and is committed to offering a high level of service to commercial clients, balanced with providing a venue for students on campus that offers a diverse and engaging event program.

REPORTING RELATIONSHIPS

Manager

Head of Venue and Events

Reporting to this position

Events Manager

Event Co-ordinator

Event Casual staff

Events & Admin Assistant

Additional positions within the Venue & Events Department

Production Manager

Food and Beverage Manager

Bar Manager

Production Manager

Administration Officer

Roundhouse Kitchen Manager

Casual Staff

- Food & Beverage

- Production

POSITION DIMENSIONS

Hours: After hours and weekend work required.

Budget: This position has budgetary accountability

KEY TASKS & ACCOUNTABILITIES

- Contribute to a targeted sales strategy to manage existing clients, attract new clientele, and maximise revenue potential in line with strategic objectives;
- Project manage events from lead through to event, including the planning, site inspections, logistics, management, execution, and review of events;
- Ensure the delivery of high service standards and products that meet or exceed stakeholder expectations;
- Manage budgetary income and expenditure of the event department ensuring compliance with monthly reporting and commercial cost of goods (COGs) alignment with pre-defined parameters;
- Establish and maintain relationships with suppliers, promoters and other relevant stakeholders whilst working on new business leads across the events sector
- Manage the performance of all reporting staff inclusive of training and development needs;
- Use event management software to manage the venue bookings calendar and ensure effective communications across departments (e.g., briefings, run sheets)
- Contribute to Arc's events and activities that take place across the campus
- Manage and review the venue's risk profile ensuring appropriate risk mitigation strategies are identified and implemented;
- Comply with Arc WHS & Injury Management policy and procedures to actively participate in the achievement of a safe working culture.

QUALIFICATIONS, KNOWLEDGE AND EXPERIENCE

SELECTION CRITERIA

Essential

- Minimum 5 years Events Management experience in a high-volume venue
- Proven ability to develop and implement comprehensive event sales strategies to maximise revenue along with a commitment towards the retention of existing business;
- A sound understanding of all aspects of venue operations (e.g., production, security, function management, crowd characteristics, budgeting, forecasting);
- Proven experience delivering a diverse and comprehensive events program including experience in entertainment procurement, community engagement, and marketing;
- Demonstrated problem-solving and risk management skills using creative and imaginative approaches to find innovative solutions to venue management challenges;
- Ability to build and manage strong relationships with clients, suppliers and regulatory bodies (including Council and Police);
- Ability to identify, prioritise and implement cost effective solutions, respecting Arc's status as a not-for-profit organisation;
- Self-motivated with the ability to self-start and influence events to achieve goals and take action to achieve goals;
- A comprehensive understanding of regulatory compliance across food, liquor and WHS, with the ability to apply these principles in the workplace.

Desirable Criteria

- Experience working in a live music venue
- Previous experience in the Conferences & Conventions industry
- Relevant tertiary qualifications or equivalent
- Driver's License;
- RSA Competency Card;
- First Aid Certificate.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.