

## Position Description: WA Events Manager

About the Property Council	The Property Council of Australia is the champion of Australia's largest industry that employs 1.4 million Australians and shapes the future of our cities. Our members include large and small companies which invest, own, manage and develop all forms of property as well as providers of professional services to the industry.
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Position	WA Events Manager
Business Unit & Location	WA Division, Perth
Reports to	WA Commercial Director
Direct reports	None

Position Purpose	Develop the WA event program in line with our overall business strategy. Other elements of this role include supporting and mentoring an events team assistant; collaborating with stakeholders to deliver successful financial outcomes from the event program; ensuring member and sponsor satisfaction and contributing as an effective team member to ensure the success of the overall commercial results.
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Relationships	
Key Internal Relationships	WA Division Staff Membership and Partnerships Team Property Council Commercial teams IT Finance
Key External Relationships	Member and sponsor representatives Event speakers External vendors – suppliers, service providers etc. Committee Chairs

Key responsibilities and tasks		
Key responsibility area	Key tasks	Measure of success
Events Management	Management of all event administration Liaise with Commercial Director to confirm topic and structure of event. Draft budget and source quotes. Promote the event with marketing material provided to you. Liaise with speakers, sponsors, venue and suppliers regarding event specific requirements such as menus, final numbers,	Professionally executed events. Budget and attendee numbers are met or exceeded. Deadlines met or exceeded. Positive speaker & sponsor feedback & high sponsorship activation and renewal rates Positive feedback from stakeholders including event attendees, sponsors, committee members and advocacy team.

	<p>room layouts etc. Send out confirmations with final event details.</p> <p>Plan event including run sheet, onsite timetables, speaking notes, event and AV requirements.</p> <p>Liaise with confirmed speakers, organisation of speaker briefings, collation of speakers' requirements including PowerPoint slides, papers, accommodation and flights as necessary and manage post-event evaluation of all event aspects through to formal letters of thanks.</p> <p>Liaise with Sponsors, ensuring benefits are delivered by arranging sponsor signage, display of marketing collateral, promotional giveaways and other sponsor entitlements whilst remaining aware of potential conflicts of interest.</p>	<p>Positive feedback from WA Commercial Director</p>
Events Delivery	<p>Manage on-site registration, venue set-up and audio-visual equipment at the event.</p> <p>Manage the preparation of event administration requirements, including:</p> <ul style="list-style-type: none"> <li>- Name badges</li> <li>- Place cards and table signs</li> <li>- Cross-promotion of upcoming events</li> <li>- Ensuring event bump in/out</li> <li>- Return of sponsors brochures, signage, etc.</li> </ul> <p>Coordinate marketing material/ corporate gifts.</p> <p>Coordinate speakers on event day , managing sound checks, last minute briefings/updates, contingencies and VIP requirements.</p> <p>Coordinate post event follow-up including the distribution of speakers' papers/presentations to event attendees if applicable, approving the 'status on close' reports, drafting speaker thank you letters, development of feedback surveys and analysis of results and reporting back to the team/sponsor.</p> <p>Strive to evolve event execution to deliver an excellent experience to our members.</p>	<p>Customer queries responded to in a timely fashion, as required.</p> <p>Attendee feedback is positive.</p> <p>No issues at registration desk on the day</p> <p>Positive feedback from stakeholders including event attendees, sponsors, committee members and advocacy team.</p> <p>Positive feedback from WA Commercial Director</p>
Property Awards Program & Gala Dinner	<p>Lead the delivery of the WA Property Awards from start to finish.</p> <p>You'll be responsible for managing the full awards program, including coordinating with judges to finalise nomination criteria, updating the awards website, processing nominations and payments, and supporting entrants through the application process.</p>	<p>Awards co-ordinated and delivered to budget.</p> <p>Deadlines met or exceeded.</p> <p>Positive stakeholder feedback.</p> <p>Awards marketing deadlines met.</p> <p>Events co-ordinated and delivered to budget.</p> <p>Deadlines met or exceeded.</p>

	<p>You'll assist the judging panel with logistics and site tours, work closely with our national marketing team on AV content, and manage suppliers for trophies and event production.</p> <p>The role culminates in delivering an exceptional awards ceremony that celebrates the best in WA's property sector.</p> <p>Record and distribute minutes of Awards meetings.</p> <p>Collation and distribution of marketing collateral.</p> <p>Obtain copies of entry support materials for use at Gala Dinner etc.</p> <p>Liaise with entrants. .</p> <p>Co-ordination of judging process – including entries.</p> <p>Co-ordination of trophies / prizes.</p> <p>Data entry – including maintaining database of potential entrants and awards attendees and event ticket sales.</p> <p>Lead the coordination of all aspects of the event including, venue, entertainment, catering etc.</p> <p>Collation and distribution of marketing collateral for Gala Dinner</p> <p>Sponsor liaison – in relation to delivering their benefits.</p> <p>Manage the smooth running of the event.</p>	<p>Event attendance against benchmark.</p> <p>Positive stakeholder feedback.</p>
Member services	<p>At all times support and ensure a high level of member service.</p> <p>Interact at events with the objective to gain member feedback, information and knowledge and make members feel welcome.</p> <p>Gain a good understanding of the membership, activities of members and the industry.</p>	<p>Member satisfaction with queries responded to appropriately and in a timely fashion.</p> <p>Positive customer feedback from members and guests.</p> <p>Develops strong working relationships through cooperative, supportive liaisons with members and other stakeholders.</p>
Event Marketing	<p>Partner with the Digital Communications and Marketer to design, develop and implement the timely creation of campaigns and event related promotional material based on the event brief and targeted audience.</p>	<p>Event Marketing deadlines met.</p> <p>Contribute to growth of event attendees</p>
Office Admin	<p>Management of office processes to ensure efficient running of the office.</p> <p>Oversee, direct or undertake where required, ordering of office fixtures and consumables.</p> <p>Coordinate and manage facilities maintenance including liaison with building</p>	<p>Office is well run, and assistance is offered to team members as required.</p> <p>Maintain good professional relationships with suppliers and contractors.</p>

	management and other third-party contractors.	
People and Culture	Proactively champion and role model a one-company culture and our company values. Promote a high performance and accountability culture.	Consistent demonstration of an energised, collaborative and ownership mindset.

#### Requirements including essential criteria

<b>Experience and skills</b>	<ul style="list-style-type: none"> <li>• Minimum 3+ years' experience in events management.</li> <li>• Ability to multi-task and project manage under pressure and at different stages of the event cycle.</li> <li>• Proven skills in building quality relationships at all levels and engaging stakeholders effectively.</li> <li>• Ability to perform procedural driven tasks and clearly articulate requirements.</li> <li>• An excellent communicator with strong written and verbal communication skills.</li> <li>• Ability to work to tight deadlines often working across multiple key events consecutively in a high-pressured environment.</li> <li>• Strong organisational skills, ability to focus on detail and adapt quickly.</li> <li>• Strategic thinker that likes to problem solve.</li> <li>• Resilient, self-motivated, confident and a team player with a flexible can do attitude.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Advanced knowledge of Microsoft Office, Adobe Creative suite, Canva.</li> <li>• Knowledge of working with databases and developing marketing prospect lists.</li> <li>• Knowledge of working with AV, live to screen and other technical event aspects.</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• Qualification in event management or marketing would be highly regarded.</li> <li>• Event industry association and networks would be advantageous.</li> </ul>
<b>Essential requirements</b>	<ul style="list-style-type: none"> <li>• Rights to work in Australia</li> <li>• Fit, active and able to stand for long periods.</li> <li>• Ability to work in an open-plan work environment with high levels of pressure from time-to-time.</li> <li>• Flexibility to work outside of normal hours.</li> </ul>