

Position Title: Coordinator, Events

Division: Communications, Marketing and Events

Employment Status: Full Time

Classification Level: Professional Level 7, University of Melbourne Student Union Agreement 2017-2021

Reports to: Divisional Manager, CME

Reported to by: 3 direct reports

Incumbent:

Date Effective: May 2024

The University of Melbourne Student Union Inc (UMSU)

The University of Melbourne Student Union Inc (UMSU) is a dynamic, for-purpose incorporated association, serving as the representative body for all students at the University of Melbourne. Structured around student control of student affairs, UMSU is governed by an elected Students' Council and twelve committees, chosen by and from the student body.

Located in the heart of the University of Melbourne's award-winning student precinct, UMSU is a vibrant, creative, and diverse social justice organization committed to representing and supporting University of Melbourne students. Our offerings include an arts and culture program for emerging student artists in a state-of-the-art theatre, a professional art gallery, and the iconic Rowden White Library. We host events co-designed by students supported by professional staff, and publish multiple student-led publications, including Farrago. Beyond that, UMSU runs a food relief program, oversees volunteer programs, and supports over 200 affiliated student clubs.

Our commitment extends beyond engagement to essential support services, including a food relief program, volunteer opportunities, and a free legal and advocacy service for students. Each of our dedicated student departments, committees, and collectives play a pivotal role in shaping the university experience.

UMSU's overarching goal is to enhance student life at the University of Melbourne. We achieve this

The information contained in this position description is intended to describe the nature and level of work to be performed. This is not considered an exhaustive list of all the responsibilities, duties or skills required in the role. This position description may be subject to change from time to time. Any such reorganisation of duties shall be the subject of discussion with the position incumbent.

by elevating and representing student voices through purposeful engagement and advocacy, offering exceptional programs, services, and opportunities that promote inclusivity and accessibility.

UMSU staff are organized within five Divisions:

- Advocacy & Legal
- Arts & Culture
- Communications, Marketing and Events
- People & Community
- Office of the Chief Executive Officer

Each division is supported by a Student Advisory Group that is comprised of elected student representatives and designed to support ongoing collaboration between UMSU staff and elected student representatives. Student Advisory Groups provide feedback and advice from a student perspective to enhance participation in UMSU operated programs and services.

The UMSU Constitution establishes that we will:

1. advance the welfare and interests of students;
2. represent students of the University within the University and to the community;
3. provide amenities and services, principally for students and other members of the University community, and incidentally to the public.
4. provide an independent framework for student social and political activity;
5. develop, maintain and support student clubs, societies and associational life generally;
6. promote and defend the rights of students to education on the basis of equality, without regard to race, colour, sex, sexuality, gender identity, age, physical disability, mental illness, economic circumstances, political religious or ideological conviction, or national or social origin;
7. oppose violence and/or hatred through militarism, nationalism, or discrimination on the basis of race, colour, sex, sexuality, gender identity, age, physical disability, mental illness, economic circumstances, religion, or national or social origin;
8. provide a democratic and transparent forum in which students' affairs and interests can be governed in an effective and accountable manner; and
9. To promote free and accessible government-funded education.

To support these objectives UMSU staff observe the following values:

- Student Led and Focussed
- Inclusive and Connected
- Effective and Engaged
- Accountable, Transparent and Responsive

The information contained in this position description is intended to describe the nature and level of work to be performed. This is not considered an exhaustive list of all the responsibilities, duties or skills required in the role. This position description may be subject to change from time to time. Any such reorganisation of duties shall be the subject of discussion with the position incumbent.

Divisional Overview

The Communications, Marketing & Events Division works closely with Student Representatives, staff and Volunteer Program Directors to enable them to foster a genuine connection with the student population across a variety of different media, activities and events. Working collaboratively with staff and student representative departments, the Division provides expert advice and support to key stakeholders in the conception, creation, design and implementation of departmental and organisation-wide marketing and communications strategies and events that seek to engage students with UMSU. The Division is also responsible for facilitating face-to-face communication and promotion through the Information Centre, and coordination of UMSU's Orientation and Marketing programs.

In addition, acting as an internal service provider to the broader organisation, the Division actively creates, designs and implements of organisation-wide marketing and communications strategies and events to promote UMSU.

Within the Communications, Marketing and Events Division, the Communications and Marketing Department communicates to students the full range of activities and functions that UMSU offers, and ensures these activities are accurately and professionally promoted and portrayed in all channels including:

- media statements;
- speeches;
- feature articles;
- advertisements;
- newsletters;
- websites;
- social media; and
- publications.

The Department is also responsible for actively seeking out opportunities to acquire sponsorship and advertising revenue for UMSU campaigns, events and activities.

Position Summary:

Operating under the broad direction, the Events Manager provides comprehensive advice and support for UMSU staff and student representatives in the creative development and effective delivery of engaging events designed to enhance UMSU's profile and increase audience engagement. Working collaboratively with staff, student representatives, Volunteer Directors, the role oversees the management of events from concept to completion, taking into consideration organisational goals, themes, audiences, and culture. The position is also responsible for developing and maintaining best practice guidelines to support events and event management within UMSU.

The information contained in this position description is intended to describe the nature and level of work to be performed. This is not considered an exhaustive list of all the responsibilities, duties or skills required in the role. This position description may be subject to change from time to time. Any such reorganisation of duties shall be the subject of discussion with the position incumbent.

The Events Manager also provides supervision and oversight of a small team, ensuring there is efficient, consistent and effective interaction between members of the team and the broader organisation.

As an organisation providing student-facing services and events, an inherent requirement of this role is the ability to work in person and on site and after hours as required and/or will require some manual handling of equipment. UMSU staff employment conditions are covered by the *University of Melbourne Student Union Agreement 2017-2021*.

Key Accountabilities

Event Management

- Develop, manage and monitor the innovative provision of event services to UMSU staff and student representative departments, ensuring current best practice in design and execution of events is applied to achieve high level of student engagement.
- Project manage large-scale UMSU events including Orientation festivals, Open Day activations and a range of inter-departmental projects under the direction of the Divisional Manager, Communications and Marketing with a view to increasing attendance and engagement within budget;
- Provide advice and operational support to staff and student representatives in the pre-event consultation and planning, implementation and evaluation of departmental events;
- Advocate for the end user by influencing decisions to ensure that event and design decisions are aligned with user needs and expectations.
- Maintain an events calendar and project timelines with users in mind; and
- Assume overall responsibility for ensuring that all events have adequate risk assessments in place, and are compliant with OHS policies/protocols and legislation;

Resource Management

- Provide advice and recommendations to the Divisional Manager, Communications, Marketing and Events on opportunities to improve, enhance and/or refine design and delivery of UMSU events;
- In conjunction with relevant departmental staff, develop and deliver training sessions for internal departments on the delivery of events and event equipment;
- Coordinate the scheduling, training and supervision of casual staff members for UMSU events and peak work periods;
- Assume overall responsibility for ensuring UMSU events meet legislative and policy requirements, in relation (but not limited) to the following areas:
 - Alcohol
 - OHS
 - Food Safety
 - Security
 - Cleaning

The information contained in this position description is intended to describe the nature and level of work to be performed. This is not considered an exhaustive list of all the responsibilities, duties or skills required in the role. This position description may be subject to change from time to time. Any such reorganisation of duties shall be the subject of discussion with the position incumbent.

- Finance (payment of accounts and correct allocation of costing to relevant departments);
- Emergency & evacuation procedures; and
- Manage the Event Department budget.

Relationship Management

- Foster effective working relationships with key internal stakeholders, including student representatives, staff and external stakeholders;
- Actively search for, identify and encourage collaboration and forge new partnerships between different internal services, and/or between services and Office Bearer Departments, Clubs and Societies, and Volunteering;
- to proactively identify and develop opportunities for collaboration;
- Work collaboratively with students and staff to develop and deliver engaging events to increase audience engagement;
- Develop effective, high quality cross-departmental working relationships, securing support for recommended strategies; and
- Represent the Division on the CME Student Advisory Group.

Leadership & Staff Management

- Provide leadership and support to the event staff by facilitating a positive work environment and culture;
- Assume responsibility for the recruitment, selection, supervision and performance management of event staff;
- Prioritise event projects and allocate tasks to ensure the event team operates effectively and efficiently and that projects are completed to agreed deadlines and within budget;
- Manage team workflow and project allocation to ensure optimal output, ensuring that a high standard of documentation and management of resources is achieved at all times;

Research, Analysis & Advice

- In conjunction with the Divisional Manager, Communications, Marketing and Events, undertake research and maintain knowledge of the latest developments in User Experience to ensure UMSU's events are current, relevant, and to identify opportunities for continuous improvement;
- Evaluate and review events and provide feedback to key stakeholders on the effectiveness whilst also proposing opportunities for improving student engagement;
- Working closely with the Manager, Communications, Marketing and Events, coordinate the development, implementation and evaluation of event procedure; and
- Provide technical advice to staff and student representatives in relation to the production of departmental events to ensure compliance with relevant guidelines.

The information contained in this position description is intended to describe the nature and level of work to be performed. This is not considered an exhaustive list of all the responsibilities, duties or skills required in the role. This position description may be subject to change from time to time. Any such reorganisation of duties shall be the subject of discussion with the position incumbent.

Level of Supervision and Typical Activities

Training level or qualifications

Level 7 duties typically require a skill level which assumes and requires knowledge or training equivalent to:

- a degree with at least four years' subsequent relevant experience; or
- extensive experience and management expertise in technical or administrative fields; or
- an equivalent combination of relevant experience and/or education/training.

Occupational equivalent

Senior librarian, technical manager, senior administrative officer, professional or technical officer.

Level of supervision

Broad direction. May manage other Employees including administrative, technical and/or professional Employees.

Task level

Independently relate existing policy to work assignments or rethink the way a specific body of knowledge is applied in order to solve problems. In professional or technical positions, may be a recognised authority in a specialised area.

Organisational knowledge

Detailed knowledge of academic and administrative policies and the inter-relationships between a range of policies and activities.

Judgment, independence and problem solving

Independently relate existing policy to work assignments, rethink the way a specific body of knowledge is applied in order to solve problems, adapt procedures to fit policy prescriptions or use theoretical principles in modifying and adapting techniques. This may involve stand-alone work or the supervision of Employees in order to achieve objectives. It may also involve the interpretation of policy which has an impact beyond the immediate work area.

Typical activities

In technical manager positions, the management of technical and production equipment and facilities for student lead activity.

The information contained in this position description is intended to describe the nature and level of work to be performed. This is not considered an exhaustive list of all the responsibilities, duties or skills required in the role. This position description may be subject to change from time to time. Any such reorganisation of duties shall be the subject of discussion with the position incumbent.

Health, Safety and Environmental Responsibilities of Staff

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct. OHS responsibilities applicable to positions are published at: [OHS Roles and Responsibilities](#). Flexibility to work remotely must be negotiated with a line manager, who will consider any legislative requirements, safety, the organisation's objectives, ways of working, impacts on other staff and student representatives, and the inherent requirements of the role.

All staff are required to understand and comply with the organisation's policies and procedures, including, but not limited to: the Acceptable Conduct Policy, Child Safety Policy, Occupational Health and Safety Policy, Privacy Policy, Financial Regulations, Social Media Publishing Policy, Publishing Regulations, and University of Melbourne's Provision and Acceptable Use of IT Policy.

Selection Criteria

Essential Skills and Qualifications:

- Tertiary qualifications in events management or a related discipline, coupled with significant experience in the field, or a relevant combination of training and/or education and experience;
- Proven ability to plan, execute and evaluate large scale events from concept to delivery, this includes: coordinating all event logistics, post event wrap up and reporting;
- Excellent interpersonal skills to effectively lead and work within cross-functional teams to successfully run engaging events;
- Demonstrated ability to build effective relationships with key internal and external stakeholders, including the ability to interact, influence and negotiate to achieve agreed outcomes;
- Exceptional communication skills, including the ability to provide sound advice;
- Proven organisational skills, including the ability to set work priorities, manage multiple tasks simultaneously, plan output to meet deadlines, and work effectively within a dynamic and evolving work environment; and
- Proficient in MS Word/Excel, PowerPoint and Adobe Acrobat.
- A valid employee Working with Children Check.

Desirable Skills and Qualifications:

- Experience in the higher education sector and/or in student, community and/or membership-based organisations;
- Experience in development and delivery of events targeted towards young audiences; and
- Understanding of, and commitment to, principles of student unionism.
- Current Victorian Drivers licence.

The information contained in this position description is intended to describe the nature and level of work to be performed. This is not considered an exhaustive list of all the responsibilities, duties or skills required in the role. This position description may be subject to change from time to time. Any such reorganisation of duties shall be the subject of discussion with the position incumbent.

UMSU is a child safe organisation, located on Wurundjeri country. We value diversity, embrace difference, and nurture a connected, safe, and respectful community. UMSU is a member of the Australian Network for Disability. We are committed to creating and maintaining a diverse, inclusive, and safe work environment.

First Nations' people, people of all ages, across all gender spectrums, people with disabilities and culturally and linguistically diverse people are strongly encouraged to apply.

We acknowledge the Traditional Owners of the lands on which we work, and that sovereignty has never been ceded. It always was, and always will be, Aboriginal land.

The information contained in this position description is intended to describe the nature and level of work to be performed. This is not considered an exhaustive list of all the responsibilities, duties or skills required in the role. This position description may be subject to change from time to time. Any such reorganisation of duties shall be the subject of discussion with the position incumbent.