

1 Position Identification

POSITION TITLE	Event Development Manager
CLASSIFICATION	Level 5
POSITION NUMBER	TWA17992
DIVISION	Events
BRANCH	Events Development
NUMBER DIRECT REPORTS	Nil
REPORTS TO	Director Event Development, TWA21752, Level 8

2 Corporate Context

The Department of Jobs, Tourism, Science and Innovation is Western Australia's lead agency for economic development, international trade and investment, and tourism. For further information, please visit our website at www.jtsi.wa.gov.au.

Organisational Context

Tourism WA is a State Government statutory authority and part of the broader economic development portfolio of Jobs, Tourism, Science and Innovation.

Tourism WA is responsible for promoting Western Australia as a holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects.

3 Purpose of Position

Develop and implement strategies to secure and/or support events which will deliver economic, media and social value to Western Australia by giving visitors a time-specific reason to visit the State.

4 Job Responsibilities

Event Development and Leveraging

- 4.1 Undertake feasibility studies, including comprehensive research and analysis on event proposals.
- 4.2 Undertake full due diligence checks for events recommended for funding.
- 4.3 Develop and implement strategies to attract major events into the State which align with Tourism WA's strategic aims and have potential to deliver economic, media and community benefits.
- 4.4 Work with event holders and contract managers to assist in developing strategies that maximise economic, media and social returns to the State.

- 4.5 Assist in implementing specific bid and event development activities such as coordinating stakeholder consultation, manage funding requirements, bid marketing and presentation strategies.
- 4.6 Draft, negotiate and finalise contracts for event sponsorship to ensure that event deliverables are clear and benefits to Western Australia are maximised.
- 4.7 Implement strategies to maximise private sector support for bids for major events.

Project Oversight

- 4.8 Prepare funding and briefing documentation including the management of associated deadlines.
- 4.9 Liaise with contract managers throughout the life of the agreement to ensure the event is delivered as per the intent of the agreement, to assist in addressing any areas of underperformance and to identify any additional opportunities associated with the hosting of the event.

Strategic Alliances

- 4.10 Liaise with local, national and international stakeholders to develop strong relationships and position Western Australia as an attractive and desirable destination to stage events. Develop and maintain a strong network across the sporting, culinary and arts and cultural industries.

Media and Research

- 4.11 Ensure supported events promote the State as an attractive destination and incorporate specific tourism imagery and content into the media coverage of the event.
- 4.12 Ensure that events are adequately researched in order that the estimated targets of economic (including visitation) and media impact can be compared to the results achieved.
- 4.13 Upgrade the effectiveness and accuracy of event research and continue to develop innovative methods of measuring the value of events.

5 Job Requirements

Essential

- 5.1 High level written and verbal communication skills, including the ability to develop a sound business case and briefing documents.
- 5.2 Developed project management skills including experience in contract negotiation and development.

Desirable

- 5.3 Experience in dealing with the sports industry and/or the arts, cultural, entertainment and events industries.
- 5.4 Experience in event development, sponsorship management or the provision of grants.
- 5.5 An understanding of the national and international marketing and media industries (in particular television and new media) and their requirements related to events.
- 5.6 Tertiary qualification in a related field.

6 Capabilities

- 6.1 Shapes and Manages Strategy
- Analyses information and research focused on work objectives.
- 6.2 Achieves Results
- Establishes priorities and targets for own work and takes responsibility for task completion, across a number of concurrent projects.
- 6.3 Builds Productive Relationships
- Establishes and maintains collaborative and cooperative relationships with a broad range of internal and external stakeholders.
- 6.4 Exemplifies Personal integrity and Self Awareness
- Takes responsibility for actions and decisions, and delivers to a high standard.
- 6.5 Communicates and Influences Effectively
- Prepares written reports and other documents and contributes to meetings and presentations for a wide variety of audiences.
 - Writes fluently in a range of styles and formats.

7 Appointment Details

LOCATION	Perth CBD
INDUSTRIAL AGREEMENT AWARD	Public Sector CSA Agreement 2019 Public Service Award 1992
SPECIAL CONDITIONS	Preparedness to undertake travel
ALLOWANCES	Nil
ACCOMMODATION	Not applicable
SPECIALISED EQUIPMENT OPERATED	Not applicable (Note: Unless otherwise stated in the Job Description Form, all positions within Tourism Western Australia require the occupant to be able to use a personal computer and have a working knowledge of Microsoft Office software: Word, Excel, PowerPoint and Outlook).
EFFECTIVE DATE	11 October 2021

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