



Job Description Form – Manager Functions and Events

Position Number: 00027166
Classification: Level 5
Leadership Context: Leading Others
ANZSCO: 149311

Division: Heritage and Property Services
Reports to: Senior Manager Tourism Operations,
00025515, Level 7
Direct Reports: 1

Description

The Manager Functions and Events develops and manages Fremantle Prison's events and engagement program and helps set best practice for these initiatives across the directorate in collaboration with the Senior Manager Tourism Operations. The role covers responsibilities requiring expertise in events and strategic communication for the purposes of lead generation and business development.

As the Manager Functions and Events, you will organise and coordinate high-calibre events for both internal and external audiences to promote the public profile and reputation of Fremantle Prison, increase visitor numbers and community stakeholder engagement, and encourage positive industry and community relations.

Responsibilities

- Develop and maintain the events and engagement strategy focussing on cultivating strong long-term relationships and how to best reach audiences that are integral to Fremantle Prison's growth.
- Lead the efficient and effective delivery of exceptional and creative event services including presentation and event services for corporate events, conferences, exhibitions, incentives, gala dinners/lunches, private functions, and food and beverage events.
- Prepare community and events engagement plans that map relevant stakeholders, communications activities, audiences, channels, timelines and key messages to support organisational initiatives.
- Implement and oversee strategic projects and programs, development and review of policy and procedure, and compliance and quality processes.
- Provide events leadership and supervision services whilst providing coordination and advice in a professional and timely manner.
- Establish and deliver a creative and innovative event experience inclusive of catering, event layout, venue set up and pack down, and other event delivery services required from planning to implementation.
- Work closely with relevant stakeholders to cost and plan innovative menus, presentations, and food and beverage functions that deliver high-quality experiences.
- Lead the planning and coordination of logistical events delivery including identification of appropriate events collateral and ensure they are costed and resourced appropriately.
- Develop and implement activation strategies and plans, raising awareness and promoting Fremantle Prison to new stakeholders.

- Maintain overall responsibility for the business development and attraction of new events including promotional activity related to the Prison's capabilities, standards, and brand.
- Apply Equal Opportunity and Diversity, Work Health and Safety and ethical principles/practices in all aspects of this role.
- Encourage and support a safe workplace environment.
- Apply curiosity and perform other duties as required.
- Demonstrate the expected behaviours of the leadership context for this role.

Special Requirements

- All positions within the Department require the occupant to have a Nationally Coordinated Criminal History Check (NCCHC) conducted with a satisfactory outcome.
- A pre-employment Conflict of Interest will be completed and assessed prior to appointment.
- Work outside normal business hours and on weekends will be required from time to time.

Requirements

- Significant event management experience with a proven track record of end-to-end project management and success in coordinating and promoting complex, high-profile events with a focus on ensuring a positive customer experience.
- Experience in venue management and the coordination of successful functions and bookings.
- Highly developed analytical and conceptual skills including demonstrated ability to quickly assimilate new concepts and information and deliver positive, innovative solutions, and the ability to use initiative and critical thinking to solve problems and manage guest expectations.
- Demonstrate the behaviours within the leadership context of Leading Others as outlined below.



Behaviour Expectations

Leadership Expectations provide a clear understanding of expected leadership behaviours for all public sector employees in different contexts. The expected behaviours (see below) should be demonstrated in the context of [Leading Others](#) for this position.

Lead collectively

You participate in learning opportunities, reflect on your learnings and, with appropriate support, actively implement them.

Think through complexity

You approach problems with curiosity, seek to understand and identify the root causes of problems and initiate solutions with confidence.

Dynamically sense the environment

You adapt your communication style to target audience to influence or persuade.

Deliver on high leverage areas

You continually improve all aspects of your work area, keeping an open mind to explore innovative alternatives.

Build capability

You understand your role as a leader in fostering a healthy workplace across your team or work area that aligns with creating a positive culture in the sector.

Embody the spirit of public service

You lead by example, promoting and role modelling behaviours and respect for others in all aspects of your work, thereby protecting your reputation and that of your team or work area, agency and the sector.

Lead adaptively

You take responsibility and accountability for your own development pathway, seeking guidance when necessary to identify appropriate development goals and plans.

The Department of Planning, Lands and Heritage acknowledges Aboriginal people as the traditional custodians of Western Australia. We pay our respects to the Ancestors and Elders, both past and present, and the ongoing connection between people, land, waters and community. We acknowledge those who continue to share knowledge, their traditions and culture to support our journey for reconciliation. In particular, we recognise land and cultural heritage as places that hold great significance for Aboriginal people.

Registration Date	14 May 2025	Registering Officer	Erika Booth <i>Erika Booth</i>
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