

# Position Description

POSITION DETAILS	
Date of PD	February 2018
Position Title	Event Producer
Position Grade	10
Directorate / Business Unit	City Engagement & Experience   City Experience
Reports to	Service Manager Major Events
Physical Requirements Category	Category 3 - Combined role with some Physical Requirements

## POSITION OVERVIEW

The position is responsible for producing and leading the delivery of programming and operations for public events in the City's Major Events annual program.

## KEY RESPONSIBILITIES

- Produce and lead the delivery of programming and operations for public events in the City's Major Events annual program in accordance with an agreed event brief, strategic direction, project management framework, and desired outcomes for the event.
- Act as project lead in the coordination of Council's Major Event project teams and external contractors to deliver events and festivals within the annual program.
- Contribute to innovation and the continuous improvement of the work of Major Events within the City Experience business unit and in collaboration with other units of Council.
- Participate and provide input and innovative thinking into the programming, strategic planning and vision for the Major Events program and into other public facing events delivered by Council, and events and festivals delivered in partnership with external organisations.
- Utilise Council's endorsed project management framework to ensure all aspects of an event are well managed, milestones are met, risks are identified and managed, and key deliverables are achieved - Includes developing and implementing a comprehensive Risk Assessment and Emergency Management Plan for the event in consultation with all stakeholders, both internal and external.
- Monitor and maintain budgeting for events and all aspects of event delivery within deadlines.
- Develop and implement specific creative event programming in line with the event brief and in consultation with other event producers and the Service Manager Major Events.
- Develop event specific briefs to inform the development of event specific marketing, media and communications plans in liaison with the City Marketing, Media and Communications teams.
- Coordinate the engagement of all contractors, artists, suppliers involved in the delivery of events in accordance with Council's procurement policy and procedures.
- Liaise with the Service Manager Major Events, Producer - Civic Events & Protocol, and Strategic Partnerships Coordinator in regard to both sponsorship and protocol for events, and facilitate the delivery of City of Parramatta contractual obligations in regards to sponsors, event partners and key stakeholders, including VIP and civic requirements.

- Build productive and collaborative relationships within Council to maximise opportunities, provide information and advice, ensuring events are integrated across Council with good planning and successful event delivery.
- Develop and maintain professional and productive relationships with various external stakeholders such as government authorities, external event producers, other agencies, festivals and venue owners.
- Promote the City's Vision and Priorities framework and Council's values in all dealings with internal and external stakeholders.
- Prepare internal and external reports, briefing notes and Council reports and papers as required.
- Work with City of Parramatta Sustainability and Accessibility teams to integrate sustainable and accessible outcomes and activities within each event.
- Where required liaise with Council endorsed committees (ATSI, Heritage and Access) and external committees in the development of programming and event plans.
- Maintain awareness of Council's strategic position, endorsed policies and stay alert to developments in the external environment to ensure that the role of the Event Producer can effectively contribute to the growth of the city in response to external factors.
- Understand and embed the vision and priorities of the City of Parramatta's City Engagement & Experience directorate in relation to event planning, and provide input into the development of policies and operating procedures relevant to Council events and festivals.
- Keep abreast of relevant legislation and internal and external regulation changes applicable to the duties of the Event Producer and provide guidance to internal and external stakeholders on event related issues as required.
- Ensure to take reasonable care of the health and safety of yourself, staff, visitors, contractors and volunteers whilst at work, and cooperate with Council to comply with WHS legislative obligations.
- Ensure EEO, the principles for a culturally diverse society, and Council policies are complied with at all times.
- Contribute to improved customer service and organisational effectiveness, by acting ethically, honestly and with fairness.

## Knowledge

### Qualifications (Level)

- Tertiary qualifications, such as a degree in Marketing, Event Management, Communications, Hospitality (or related discipline) or another relevant qualification combined with a significant amount of relevant event production experience in a project lead capacity (typically 5 years plus).

### Experience

- Proven experience delivering successful large public or private events, or similar activities or projects in the arts, cultural or related fields, demonstrating skills in complex project management and project leadership.
- Comprehensive understanding of the production aspects of large-scale public events including the provision of sound and lighting, staging, site management, risk management and risk mitigation, public safety, traffic, security and crowd management, and waste management.
- Comprehensive knowledge of the entertainment and events industry, artists, performers, booking agencies etc.

### Skills

- Time management and project management skills to take responsibility for multiple projects simultaneously and competing demands and deadlines.

- Coordination of staff and providing oversight and coordination of contractors, casual staff and volunteers
- Budget preparation and reconciliation, financial control and the management of scarce resources.
- Relevant technology and computer application literacy.

**Acknowledgement:**

I, ..... acknowledge that I have read and understood the above position description and have been given a personal copy.

Signatures:

Employee's Signature ..... Date: .....

Manager's Signature ..... Date: .....