

POSITION DESCRIPTION

SENIOR EVENT PRODUCER (MAJOR EVENTS)

POSITION DETAILS

Date of Position Description	October 2024
Position Title	Senior Event Producer (Major Events)
Position Grade	Grade 11
Directorate Business Unit	City Engagement & Experience Events & Festivals
Reports to	Team Leader –Major Events (Production or Programming)
Physical Requirements Category	Category 3 - Combined role with some Physical Requirements
Job Location	9 Wentworth Street, Parramatta (Council retains the right to alter locations should the operational need arise)

POSITION OVERVIEW

The Events and Festivals Team curates, plans and delivers significant public events and festivals in the City's annual program, including NYE, Australia Day, and Parramatta Lanes. In addition, it manages strategic partnership investment by Council in a number of externally delivered annual events and festivals, delivers Council's Live Music Program, and is a key point of contact for one-off events and festivals delivered by the community and third parties in the City of Parramatta. The Senior Event Producer position is responsible for the leading the production and delivery of major entertainment and public event experiences for the City of Parramatta's Events & Festivals team. This is achieved through the annual program by delivering high quality events that foster positive reputation and outcomes for the City of Parramatta.

This role will balance out-of-hours work requirements and daily work priorities within Council's flexible workplace policies.

KEY RESPONSIBILITIES

Role Specific

- Produce and lead the delivery of programming and/or operations for a wide range of major public events (often complex in nature) in the Events & Festivals annual program in accordance with an agreed event brief, strategic direction, project management framework, and desired outcomes for the event.
- Act as a senior project lead in the coordination of Council's Events & Festivals project teams and external contractors to deliver events and festivals within the annual program.
- Generate and contribute innovative thinking and continuous improvement into the programming/production, strategic planning and vision for the Events & Festivals program including 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.
- Prepare internal and external reports, memos, and Council papers as required, and develop and implement creative event programming in line with approved event briefs.
- Develop and implement creative event programming/production plans in line with the event brief and in consultation with other Event Producers, Team Leaders, and the Manager, Events. Additionally, create event-specific briefs to guide the development of marketing, media, and communications plans in collaboration with relevant teams
- Coordinate the engagement of all contractors, artists, suppliers involved in the delivery of events through strong communication in accordance with Council's procurement policy and procedures.
- Provide comprehensive and complex advice on best practice solutions for event planning and execution. Ensure that all recommendations are aligned with industry standards and innovative trends whilst maintaining a future-focused approach.
- Integrate insights of emerging trends and potential challenges into strategic planning to enhance the effectiveness and impact of events. This includes advising on technological advancements, and inclusive strategies to ensure the long-term success and relevance of the city's events.
- Liaise with the Manager Events, Team Leaders, Partnership Lead, Senior Event Producers and wider Events & Festival Unit regarding sponsorship acquisition and retention for events, and facilitate the delivery of Council's contractual obligations, including VIP 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. This includes working with Council's Sustainability team to develop sustainable activities and programs within each event.
- 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.
- Where required liaise with Council endorsed committees and external committees in the development of programming and event plans.
- Maintain a comprehensive understanding of the Council's strategic direction, including its long-term goals, priorities, and endorsed policies. Stay alert to developments in the external environment to ensure that the role of the Senior Event Producer can effectively contribute to the city's growth and adapt to external factors. This includes aligning event planning and execution with the Council's strategic objectives to foster community engagement, economic development, and cultural enrichment.
- 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.

Baseline

- Ensure that all practices are up to date with current and pertinent legislation, statutory regulations and better practice to ensure a subject-matter-expert mindset is adopted and promoted to all stakeholders.

- Promote continuous improvement and innovation in practices, optimisation of technology, procedures and recommendations with the aim of providing better service to the client base in line with the organisation's values.
- Build in performance metrics and mechanisms to identify early visibility of risks to enable mitigation approaches.
- Promote and maintain effective relationships with all external business partners including community organisations, contractors, State and Federal authorities.
- Ensure to take reasonable care of the health and safety of yourself, employees, visitors, contractors and volunteers whilst at work, and cooperate with the organisation to comply with WHS legislative obligations.
- Promote the value of diversity and inclusion in all practices, engaging with and integrating the views of others.
- Contribute to customer service and organisational effectiveness, by acting ethically, honestly and with fairness.
- Comply with Council policies, including the COVID 19 Vaccination Policy, as amended from time to time

KNOWLEDGE

Qualifications

- 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/programming 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.