Position Title: Program Officer, Events
Division: Communications, Marketing and Events
Employment Status: Part time (0.8 FTE), ongoing
Classification Level: Professional Level 6
Reports to: Coordinator, Events
Reported to by: Nil
Incumbent: New Position
Date Effective: December 2018

Background:
The University of Melbourne Student Union Inc. (UMSU) is an incorporated association and is recognised by the University of Melbourne as the representative body for all students. UMSU is governed by an elected Students’ Council and twelve committees elected by and from students. UMSU is responsible for a broad range of student representative, student engagement and student support activities.

UMSU operates under the principles of Student Unionism which are broadly defined as student control of student affairs.

UMSU staff are organised within five Divisions:

- Advocacy & Legal;
- Arts & Culture;
- Communications, Marketing and Events
- Clubs and Volunteering; and
- 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 programmes and services.

The UMSU Constitution establishes that UMSU 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.

In order to support these objectives UMSU staff observe the following values:

**Student Led and Focussed**
- Be true to our mission of ensuring student control of student affairs.
- Student needs and ambitions remain at the forefront of everything we do, and guide the decisions we make.
- We will continue to foster a sense of ownership amongst students and student representatives, to provide them with opportunities to shape the future direction of UMSU.

**Inclusive and Connected**
- Ensure that services, events and activities are accessible to, and take into account the needs of all students.
- Offer students the capacity to lead and shape enriching experiences that foster a lifelong connection to their communities.
- Providing opportunities for UMSU to engage with all students in some way.

**Effective and Engaged**
- Seek to influence, and be adaptive to, any changes in the University as they relate to students
- Development of a clear organisation-wide understanding of how we are perceived by students and to understand their needs and priorities
- Be aware of opportunities for internal collaboration to improve responsiveness and service delivery

**Accountable, Transparent and Responsive**
- Provide an environment and culture in which everyone feels included, supported and respected
- Maintain a positive and supportive organisational culture that is focused on the wellbeing of staff, student representatives and volunteers
- Communicate openly with student representatives, staff and volunteers to ensure that we are providing for their needs.
- A clear and consistent internal operating model to drive service provision

**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 Events Department is responsible for the design and delivery of major organisational events and to provide advice and support for departmental events and activities aimed to maximise student engagement with UMSU. The Department is also responsible for actively seeking out opportunities to acquire sponsorship and advertising revenue for UMSU campaigns, events and activities.

**Position Summary:**

Working under the broad direction of the Coordinator, Events, the Program Officer, Events is responsible for the conceptualisation, production and delivery of a range of events across UMSU that enhance the student experience on campus. Operating within an agreed events management framework, the incumbent is expected to forge key relationships with performers, artists and external key stakeholders, understand their needs and then partner with other members of the events department to realise production elements including technical and hospitality rider management.

**Key Accountabilities**

**Event Conceptualisation and Production**
- Foster the development of high quality relationships between UMSU and key stakeholders across the entertainment industry which may include key note speakers, bands, workshop leaders, tour managers and other entertainment groups;
- Under the guidance of the Coordinator, Events, negotiating performance fees and contracts for external entertainers;
- Work collaboratively with the Operations Officer, Events to fit out production elements for events;
- Manage technical specifications of entertainment which will include planning and designing power distribution and sound systems for major events, liaising closely with AVMelbourne;
- Work effectively with clients to understand detailed event requirements and deliver events and activities that meet these needs; and
- Provide recommendations and suggestions on opportunities for new events and performers that are consistent with UMSU’s overall objectives.

**Event Delivery and Logistics**
- Support the delivery of large-scale UMSU events including Summerfest, WinterFest, activations and a range of organisational projects and events;
- Assume responsibility for key tasks and activities related to hospitality rider management;
- Develop and manage event critical paths, work plans, timelines and event schedules in consultation with the Operations Officer, Events;
• Act as the key point of contact for logistical elements of events including campus access, all build/bump in and out queries, including room/space allocations and space confirmations, power requirements, communications systems, and load in and load out schedules
• Assume responsibility for venue/room bookings for UMSU events, ensuring that venues are fit for purpose;
• Lead venue site inspections, taking into consideration space, dimensions, measurements and accessibility considerations; and
• Ensure all events have adequate risk assessments in place and are compliant with OHS policies/protocols and legislation.

Resource Allocation and Management
• Ensure that events are adequately staffed through the ongoing management of human resources, including management of casual events staff and related recruitment and selection activities;
• Maintain event and supplier information kits; and
• Maintain events infrastructure and equipment and make recommendations to the Coordinator, Events regarding replacement and acquisition of new capital to support event delivery.

Relationship Management
• Provide advice and operational support to staff, student representatives and volunteer program directors in the pre-event consultation and planning, implementation and evaluation of departmental events;
• Foster effective working relationships with key internal stakeholders, external stakeholders and staff across the organisation to proactively identify and develop events and interdepartmental collaboration opportunities;
• Work collaboratively with student representatives, volunteer program directors and staff to execute consolidated, integrated and collaborative events that are consistent and relevant; and
• Create an organisational environment and culture where events are delivered and managed seamlessly through the provision of coaching, mentoring and guidance to UMSU staff and student representatives.

Health & Safety and Environmental Responsibilities of Staff

General Responsibilities
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

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Employees.

Authority to Act
Executive authority to act is defined in:
• University of Melbourne Statutes and Regulations; and
• Individual position descriptions.
SELECTION CRITERIA

**Essential Skills and Qualifications:**

- Tertiary qualification in events programming and/or production or a related discipline coupled with events management experience; or extensive experience in management of large scale events;
- Extensive prior knowledge of, and networks in entertainment and in managing VIP bookings including the ability to build trusting relationships with clients and suppliers;
- Significant prior experience in technical and hospitality rider management and event production management
- 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 work environment;
- Demonstrated ability to create and maintain productive working relationships with internal and external stakeholders;
- Well-developed communication skills, including the ability to provide sound advice;
- Proven ability to work within cross-functional teams to conceptualise, produce and deliver events that meet the needs of students; and
- Proficiency in MS Word/Excel, PowerPoint and Adobe Acrobat.

**Desirable Skills and Qualifications:**

- Experience in the higher education sector and/or in student, community and/or membership-based organisations;
- Experience in delivering events to young audiences, in particular, University students; and
- Understanding of, and commitment to, principles of student unionism.

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*I have read, understood and agree to comply with the position description.*

Signed: ____________________________ Date: ____________

(Incumbent)

Signed: ____________________________ Date: ____________

(Supervisor)