POSITION SUMMARY

Working as part of the Marketing, Admissions and Recruitment team, the Strategic Events Manager provides strategic, operational and consultant support to the Business School. This position will work cross-functionally across multiple business units within the School to ensure that the School’s participation in major events and other opportunities for engagement is maximised.

This dynamic role provides strategic oversight for the development and management of events and special occasions which build the reputation and standing of UNSW Business School. The Strategic Events Manager will establish and build strong links, networks and partnerships which enhance the Business School’s strategic approach to Event Management.

The Strategic Events Manager will develop and implement an Events Strategy with a view to:

- Ensuring that all proposed events are systematically assessed for their potential to meet engagement objectives
- Maximising the value of the School’s investment in events
- Leveraging events to increase the scope, effectiveness, reach and impact of current engagement, events and student and alumni activities
- Linking event activity to income-raising initiatives with alumni, donors and external supporters, and to student recruitment.
- Presenting a highly professional and coherent image for the Business School amongst industry partner and other stakeholders

The position will add further strategic value by establishing and driving consistent policy, protocol, procedures and practices across all events to ensure they are delivered on time, on budget, and to the standards of our position as a peer of the best business schools globally.

ORGANISATIONAL ENVIRONMENT

The Business School at UNSW Australia (The University of New South Wales) is a leader in business education and research in the Asian region and one of the largest of its kind in the...
world with over 12,000 students and over 300 academics and researchers who are global leaders in their fields. The School's reputation is built on its outstanding staff, students and alumni and a cultural diversity which ensures an international focus.

The Business School offers a complete range of business degree programs at undergraduate, postgraduate, coursework and research levels, including the AGSM MBA programs and an outstanding range of Executive Programs.

Reporting Relationships

Supervisor's title: Director - Marketing, Admissions and Recruitment

Positions reporting to this position (show position titles and levels): Nil

Other relationships: (if applicable) This position has cross functional relationships across Marketing; Alumni; Development; Media, AGSM and the Schools.

KEY DUTIES & RESPONSIBILITIES

- Manage the Business School's master calendar of events in coordination with the university and greater UNSW community.
- Consult and provide professional guidance and support to colleagues across the Business School to enable the effective delivery of events ensuring engagement is maximised and leveraged to its full capacity
- Oversee all aspects of select high profile donor or alumni relations events, including the coordination of audio visual and other contracted suppliers necessary for production of the event.
- Manage all aspects of the Business School's flagship event program 'Meet the CEO' in consultation with the Senior Alumni Relations Manager
- Maintain effective relationships with a variety of suppliers including managing and negotiating with contractors to ensure that work is completed to specification.
- Work closely with Event Sponsors to ensure sponsor benefits are delivered and the relationship with the Sponsor is enhanced
- Work closely with the Senior Alumni Relations Manager, Director Development, Director Marketing, Admissions, and Recruitment, School Managers and the Senior Management Team to deliver an events program which supports their strategic objectives.
- Provide regular reports on events, resources and budgets to the Director, Marketing, Student Recruitment and Admissions
- Provide event planning support by ensuring the event toolkit on the School’s intranet is updated regularly
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that their actions or omissions do not impact on the health and safety of others in the university
- Cooperate with equal opportunity principles
SELECTION CRITERIA

- Minimum 5 years’ experience in a similar role overseeing the event strategy for an organisation with an in-depth understanding of the special events industry and/or a degree qualification in Event Management.
- A successful track record across a broad spectrum of events, especially major donor, corporate and event fundraising/stewardship and student focussed events.
- Demonstrated ability to work effectively and persuasively with clients who represent the highest levels of leadership at the school, including major donors, alumni volunteers, senior staff, the Dean and other senior leadership at the University.
- Superior communication skills to succinctly and clearly communicate complex information, verbally and in writing to diverse audiences.
- Solid organisational ability in order to work on multiple events with competing deadlines and to establish goals and workload priorities. A high level of experience using excel, word, power point and event tools and databases.
- Solid understanding of protocol to ensure the appropriate handling of senior faculty, business leaders and other VIPs.
- Demonstrated ability to manage projects, working successfully with clients to produce high-quality events that meet budget and time constraints, and that keep events on track and suppliers, colleagues, faculty and volunteers motivated and well served.
- Demonstrated understanding of, and ability to perform event risk assessments, implement equal opportunity principles and the willingness and capacity to implement required OHS policies and safe work practices.
- Willingness to work variable hours and travel when required.
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.