

EVENTS & ACTIVATIONS EXECUTIVE

POSITION DESCRIPTION

Position Title:	Events & Activations Executive
Responsible To:	Marketing & Communications Manager, ACMA
Council Portfolio:	Corporate Services
Council Program:	Adelaide Central Market Authority (ACMA)
Classification Level:	Salaried Level 6

Overview of Portfolio

The Corporate Services Portfolio provides effective and efficient services and insights to strengthen and grow our organisational capability, and support a culture of accountability, transparency and innovation. Additionally, the Portfolio provides the key support functions to ensure Council’s subsidiaries, the Adelaide Central Market Authority (ACMA) and Adelaide Economic Development Agency (AEDA), deliver their objectives in accordance with their respective Charters, statutory requirements and obligations.

Overview of Program

The Adelaide Central Market has been an icon in the city for 150 years and it is a key component of the City of Adelaide’s strategic vision for a vibrant economically prosperous city. The Adelaide Central Market is a community of people: traders, artisans and shoppers who share a passion for food. The City of Adelaide recognises the important economic and cultural role of the Market and has established the Adelaide Central Market Authority (ACMA) to build a solid and sustainable foundation for the Adelaide Central Market’s future. It is the Authority’s vision to be the world’s leading food and produce market. The Market’s mission is to operate sustainably and successfully as a group of prosperous traders, Board and management team that provides a diverse and exciting cultural shopping experience that enhances our precinct, city and state.

Key Relationships / Interactions

Internal	Employees across the Commercial Program City of Adelaide (CoA) employees across all Portfolios and Programs
External	Adelaide Central Market Traders Adelaide Central Market Customers State Government Agency Staff Local Government Association of South Australia Office of the Small Business Commissioner South Australian Tourism Commission Office of the Consumer & Business Services - Liquor Licensing Board Contractors and Consultants

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Primary Purpose

As part of ACMA the Events & Activations Executive curates, manages and delivers events and activities that enhance the Markets community in their entirety, within budget to achieve outcomes established in the ACMA Strategic and Annual Business Plan and Marketing Plans.

In addition, the Events & Activations Executive leads and delivers the ACMA Community Engagement Plan, Sustainability Plan and Reconciliation Action Plan.

Responsibilities

The Events & Activations Executive is responsible for:

- Developing and maintaining collaborative, productive and sustainable working relationships with internal and external stakeholders ensuring effective, high-quality outcomes are achieved for ACMA.
- Developing and implementing the annual calendar of events, promotions and activations in line with the ACMA Strategic Plan and Market Plan.
- Leading the implementation and expansion of the ACMA Community Engagement Plan including:
 - Community partnerships
 - School education program
 - Reconciliation Action Plan
- Evaluating and reporting on the effectiveness of the Community Engagement Plan and promotional events against agreed key performance indicators.
- In conjunction with the Operations Manager and stakeholders develop and lead the ACMA Sustainability Plan and associated activities.
- Engaging the community and providing a vibrant customer experience during the Market expansion.
- Managing partnerships with external community groups, organisations and traders, media and surrounding precinct groups and work collaboratively to implement mutually beneficial events and campaigns to deliver on the ACMA brand and strategic priorities.
- Providing specialist advice to ensure compliance with relevant legislation, best practice and government directives.
- Ensuring all activities are delivered within the approved program budgets, the ACMA procurement guidelines and within the approved financial delegation.
- Developing creative content for events for use on the ACMA digital platforms and media opportunities.
- Managing, directing and briefing external event contractors and agencies as required to deliver activities in line with the ACMA Strategic Plan.
- Ensuring that all administration procedures are followed in relation to event software systems, approval process, procurement, records management and other guidelines.
- Supporting the coordination of the Producer in Residence program
- Supporting the coordination of the home delivery service.

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Responsibilities for all employees:

- Model and champion an inclusive, respectful, and ethical workplace culture, aligned with our CoA values and Employee Behavioural Standards, actively promoting equal opportunity, diversity and equity.
- Adhere to organisational policies and WHS requirements while promoting a safe, inclusive environment that safeguards both physical and psychological wellbeing for self and others.
- Promptly report WHS incidents or near misses and use equipment, supplies, and personal protective equipment safely and responsibly.
- Adhere to security and safety requirements (physical and cyber) by following secure information/data handling practices and procedures that support and secure our systems.
- Proactively identify and report any cyber security risks, breaches, incidents, or suspicious activity such as phishing, unauthorised access, or mishandling of information.
- Complete all mandatory training and ongoing professional development.

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Position Criteria

Qualifications	A tertiary qualification in event management, tourism, public relations, marketing or related field and/or commensurate demonstrated experience in lieu of formal qualifications.	Essential
People Management	Ability to work well in a team environment and to be able to take and provide direction, guidance and professional feedback.	Essential
Financial Skills & Acumen	Ability to manage project and campaign budgets	Essential
Technical Knowledge & Experience	<p>Proven experience of event planning and management and a broad understanding of the policies and legislation that affect the events industry.</p> <p>Demonstrated experience in the process of planning and delivering events across multiple channels.</p> <p>Knowledge of procedures and processes required to develop and implement marketing and event campaigns.</p> <p>Experience working with different cultures (Cultural Awareness)</p> <p>Experience in a retail or shopping Centre environment would be highly regarded.</p>	Essential
Project Management	Ability to work within projects and an understanding of project management principles.	Essential
Innovation & Initiative	Ability to be adaptable and flexible.	Essential
Resource Management & Decision Making	Ability to make effective and timely decisions in consultation with line manager.	Essential
Professional Development	A commitment to ongoing professional development and continuous learning.	Essential
Customer Commitment & Integrity	Ability to provide outstanding customer service to internal and external customers demonstrated through the provision of timely, reliable and expert advice on matters within the area of responsibility.	Essential
Collaboration & Communication	Ability to build positive relationships and consult, negotiate and communicate with all levels of management and staff, government agencies, stakeholders, event service providers and the community, both verbally and in writing. Demonstrated ability to identify key issues and present recommendations in a concise and logical manner.	Essential
Administrative Skills	<p>Strong verbal and written communication skills, with strong clear expression skills, correct grammar and syntax skills.</p> <p>Project management and administration skills with proven ability in setting priorities, meeting deadlines and keeping accurate records to enable project reporting.</p>	Essential
Government Experience	Experience working in a government environment.	Desirable

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Our Values

Our values will guide us towards becoming a stronger, more effective organisation with a positive and mutually beneficial work environment for everyone.

Our Values



**ACHIEVEMENT**

**COLLABORATION**

**CUSTOMER COMMITMENT**

**INTEGRITY**

**INNOVATION**

Achievement

- Deliver what matters
- Ensure clarity of direction and unity of purpose
- Inspire excellence and strive for outstanding results



Collaboration

- Work together to build successful teams and partnerships
- Be open, inclusive, and share knowledge
- Seek, provide and act on feedback



Customer Commitment

- Know your customers and put them first
- Listen to and understand customer needs
- Be responsive, close the loop and deliver on promises



Integrity

- Own your actions, successes and mistakes
- Act with transparency, honesty and respect
- Do what you say you will do



Innovation

- Look for ways to improve and create positive change
- Think broadly and take a wider viewpoint
- Be responsive to new ideas and opportunities



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Special Conditions

- Performance will be based upon the delivery of the agreed goals recorded in your Performance Development Conversation documentation.
- Some out of hour's work will be required in order to meet the requirement of the role.
- An unencumbered South Australian Drivers Licence may be required.
- A satisfactory Police Clearance may be required.
- A satisfactory Medical Clearance may be required.
- Where applicable, I have reviewed and understand the delegations associated with this position.

Physical Demands

Task	Office Workstation
Work Area	Various
Physical Demand Rating	Very Light Work

The below table summarises the physical demands of this role.

Physical Demand	O	F	C	Description	FCA Notes
Sitting		✓		Ergonomic adjustable chair	Critical Range of Motion: Shoulder to 90° flexion. Lift Capacity: Up to 2kg (ream of paper). Push / Pull Force: N/A Environmental Factors: Indoor. Carpet in most offices. Lift access in most buildings. Task Rotation: tasks are varied by the worker. Pause exercises, stretches and standing up are self-directed by the worker. Workers can alternate sides with the computer mouse. PPE: Office attire and appropriate footwear.
Standing	✓			Accessing folders, p/copier, talking to others	
Walking	✓			Meeting with others, moving between rooms	
Climbing	✓			Option to take the stairs	
Bending	✓			Reaching down to low shelves, p/copier	
Squatting	✓			Reaching down to low shelves, p/copier	
Gripping		✓		Mouse, stationery, phone	
Forward Reach	✓			Typing, using the mouse, phone usage	
Lift	✓			Light items, folders, paper and documents	
Carry	✓			Short distances within the building /office	

O = Occasional (1–33%), F = Frequent (34–66%), C = Constant (67–100%).

*This is a general statement regarding the physical requirements of the role. The inherent physical requirements are underpinned by Job Dictionaries, which can be accessed by contacting the MySafety Team (OSCAR).

Agreement

This Position Description is only descriptive of the type of duties to be undertaken by you during your employment and you accept the Corporation may require you to carry out any duties which are within your skills and competence.

**** Electronic Offer**** By accepting your letter of offer electronically you are agreeing to the work profile / job description attached to your offer.

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