

# POSITION DESCRIPTION

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## 1. POSITION DETAILS

**Position Title:** Program Manager – Major Events & Festivals  
**Division:** City Life  
**Unit:** Creative City  
**Management Level:** Employee

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## 2. ORGANISATIONAL RELATIONSHIPS

**Position Title of Supervisor:**

Head of Programming - Major Events & Festivals

**Titles of Positions which report to Program Manager are:**

Casual staff as per approved event plan and budget

**Contractors for which this position is responsible:**

Contract staff as per approved event plan and budget

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## 3. PRIMARY PURPOSE OF POSITION

The City of Sydney produces and delivers an annual calendar of world-class, free, major events and festivals which innovatively celebrate our city's diversity and creativity and engage with local and international audiences.

Not only do festivals and special events add to a city's cultural layer, they also bring significant economic benefits to businesses in the retail, hospitality and tourism sectors. Visitors come from regional NSW, interstate and around the world to be part of events such as New Year's Eve and Chinese New Year.

The Major Events & Festivals (MAJEV) unit delivers an events portfolio including Art & About Sydney, Chinese New Year and Sydney Christmas, along with NAIDOC in the City, Capital Works launches and the City's Sydney Mardi Gras Parade entry. Over 1.5 million people attend these events each year.

The Major Events & Festivals unit also delivers the annual hallmark Sydney New Year's Eve event with an annual economic impact of more than \$133 million. It is the largest event produced by the City, attracting an audience of over 1 million, in addition to a much broader national and global media audience of over 1 billion.

The primary purpose of the role is to manage the programming of content and creative aspects of the development, planning, staging and promotion of the City's major events program - which include Sydney New Year's Eve, Chinese New Year, Christmas Concerts, Art & About Sydney, Capital Works launch events, and various other events, projects and official functions as directed by the Executive Producer, Major Events & Festivals.

Develop, review, research and recommend new, innovative events and projects, ensuring the City delivers world class events that reflect the City's vision as directed by the Executive Producer, Major Events & Festivals.



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#### **4. POSITION OBJECTIVES**

The major objectives to be achieved by the Program Manager - Major Events & Festivals are:

- To assist the Head of Programming with the programming of content, creative direction & implementation of the City's Major Events Program.
- To manage events that are innovative, professionally produced and are safe, accessible, inclusive and enjoyable for all audiences.
- To ensure that events are staged consistent with the approved major events program and within the established budget.
- To ensure that all necessary consultation, communications, promotion and media relations are undertaken.
- To ensure that effective communication and good working relationships are established with relevant internal and external stakeholders.
- To identify where relevant, appropriate associated events that complement City-produced events, and assist these events to deliver a diverse range of programs that are unique, creative and of high quality.
- To be held accountable for working conditions under the control of the position and for detecting any unsafe or unhealthy conditions or behaviour and to take immediate steps to investigate and rectify any risks to health, safety and welfare arising from any activity.

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#### **5. POSITION ACCOUNTABILITIES**

- In consultation with the Head of Programming, develop and manage the creative and programming aspects of the City's major events program to deliver vibrant and innovative cultural and community events, including ceremonial and celebratory events, and various other projects that promote the City of Sydney as a sustainable, inclusive and progressive global city.
- Manage, in collaboration with relevant City Units, community and stakeholder liaison and public relations for events run by or in association with City of Sydney.
- Liaise extensively with a wide range of external organisations, arts and

cultural institutions and government departments to negotiate, provide information and advice and identify opportunities for joint initiatives.

- Collaborate with the MAJEV Audience team to develop the MAJEV audience strategy and a deliver world-class, memorable customer experience across all events.
- Collaborate with the MAJEV Production and Operations team to ensure that all necessary production and logistics requirements are planned and in place for events within budget.
- Collaborate with the MAJEV Business Operations team to establish and implement effective budgets and processes for event planning and delivery.
- Drive the planning, creative development and programming of events and projects as directed by the Head of Programming.
- Prepare Memos, Briefing Notes and other relevant documentation for the Office of the Lord Mayor in relation to events, general projects and other matters as directed, to ensure effective communication and coordination of activities.
- Assist with sponsorship procurement for major events produced by the City of Sydney in consultation with the Executive Producer, Major Events & Festivals, Head of Programming and Manager Corporate Partnerships.
- Liaise with the Communications and Marketing Units in regard to the promotion of all aspects of the City of Sydney Major Events program to ensure they are effectively advertised and promoted.
- In collaboration with the Business Operations team prepare and manage contracts.
- Prepare reports in relation to events and ensure responses meet all corporate timelines and are appropriate.
- Promote and project the image of Council as both an efficient and courteous organisation committed to excellent customer service.
- Maintain excellent records on all project planning, research, implementation and evaluation.
- Participate in strategic planning for the City's Major Events program.
- Deliver event sustainability outcomes through collaboration and deliver sustainable activities and projects for the events program
- Deliver event access and inclusion outcomes through collaboration and deliver accessibility and inclusive activities and projects for the major events program
- Represent the City of Sydney on a range of external and internal committees as directed by the Executive Producer, Major Events & Festivals.

- Comply with and keep abreast of any relevant legislation applicable to the performance of the duties of this position.

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## 6. WORK, HEALTH & SAFETY RESPONSIBILITIES

Workers have an active role to play in the Safety Management System (SMS). Workers have the following responsibility, authority and accountability:

- Working safely so as not to put yourself or others at risk
- Stopping work in circumstances that are deemed an immediate risk to health and safety until a satisfactory solution is agreed/implemented
- Cooperating and complying with safe work method statements, policies and procedures and participating in their development
- Reporting all accident, incidents and hazards to your supervisor immediately and participating in accident/incident investigation and risk management activities
- Attending WHS training
- Complying with the requirements of the City's Return to Work program

A full list of WHS responsibilities and accountabilities are available within the City's SMS document; Responsibility, Authority and Accountability (RAA) Matrix.

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## 7. AUTHORITY TO ACT

- The Program Manager – Major Events and Festivals makes decisions regarding the planning and development, format and implementation of the major events program in consultation with the Executive Producer, Major Events & Festivals & Head of Programming. The position holder is required to display initiative in response to situations at events and functions. The position holder will be required to attend functions or events and at times work alone in circumstances where critical time-based decisions need to be made that result in the successful outcome of the event.
- The incumbent has the authority to take any reasonable steps to ensure that the smooth flow of operations is maintained providing the actions are consistent with the responsibilities of the position and subject to any limitations, corporate policies, procedures or safe work method statements.
- All personnel have the power to stop work in circumstances that are deemed an immediate risk to health and safety until a satisfactory resolution is agreed / implemented.

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## 8. SELECTION CRITERIA

- Tertiary qualifications in Arts or Events Management or equivalent experience gained through career or industry experience.

- Demonstrated experience in management and programming of public events and a range of forms of entertainment, including a comprehensive knowledge of the arts and entertainment industry, artists, performers, booking agents/agencies.
- A comprehensive understanding of all technical aspects involved in the presentation of arts and cultural and/or live entertainment events, including but not limited to the provision of sound and lighting equipment, staging, catering and decorations.
- Ability to work on several projects at once and manage competing deadlines.
- Developed ability to initiate action, reason conceptually and to resolve sensitive problems/issues which may involve on the spot solutions.
- Superior communication skills both written and verbal, and the ability to liaise and negotiate with the public, artists, media, suppliers, sponsors and other stakeholders from a diverse range of Government and non-Government.
- Experience in managing high level stakeholder relationships and expectations in a political operating environment, with a high degree of confidentiality.
- Experience in developing and managing budgets/forecasts and contracts for events.
- Developed computer skills with an excellent knowledge of Microsoft Office and event scheduling software.
- Demonstrated commitment to Equal Employment Opportunity, Work Health and Safety and Cultural Diversity principles.

