

## JOB DESCRIPTION

# Specialist Events

<b>ROLE TITLE</b>	Specialist Events
<b>SECTION/DIVISION:</b>	Marketing Services Division, Events
<b>REPORTS TO:</b>	Manager Events
<b>DIRECT REPORTS (FTE):</b>	Nil
<b>INDIRECT REPORTS (FTE):</b>	Nil
<b>PRIMARY PURPOSE OF THE ROLE:</b>	<p>Manage and coordinate the successful and seamless delivery of a portfolio of local, national and international events on time and within budget.</p> <p>Deliver end-to-end high-quality event services across a broad range of University events, typically large, significant, high profile, or international events such as: student recruitment events, convocation and other student welcome/orientation events (excluding OUSA events); conferences and symposia; public lectures; international delegation events; Inaugural Professorial Lectures (IPLs); ceremonies; marketing expos; and international and national alumni and donor events.</p>
<b>ACCOUNTABILITIES:</b>	<p>Liaise with internal and external key stakeholders to deliver proactive, professional event planning and event management services. Work in partnership with the client advisory teams from Marketing Services Division and Communications Services Division and contribute to the development and scheduling of a University wide annual schedule of events.</p> <p>Collaborate with Marketing Services and Communications Services Advisory and event owners to assist with determining specific event objectives, intended audience and scope. Develop and prepare event briefs, project plans, and critical path and debrief documents, risk assessments, scheduling, event marketing and communication plans, health and safety plans and reporting documents. Manage events-related agreements; and post-event review and evaluation activities.</p> <p>Organise and manage obtaining quotes and confirming delivery of services, sourcing/organising/booking/scheduling appropriate venues and facilities, catering, security, AV and other technical resources, entertainers and MCs. Identify and organise event staffing requirements including casual staff.</p> <p>Develop and produce event documents and programmes, invitations and pre-event communications, monitor and liaise in respect of RSVPs. Facilitate marketing and promotional collateral (including websites); and liaise with speakers and event sponsors as appropriate/required.</p> <p>Coordinate with Marketing Services Division and Communications Services Division teams to ensure delivery of effective event marketing and communication plans including media coverage; design and production of invitations, brochures, and event marketing collateral; design and maintenance of web pages relating to forums and events.</p> <p>Undertake on-site operational event management. Manage logistical tasks, set-up and take-down, staffing; run registration processes and distribute event materials; ensure speakers' needs are met, manage and troubleshoot issues. Work collaboratively with other team members and allocate activities as required to ensure all tasks are carried out effectively and the event runs smoothly.</p> <p>Ensure post event evaluation feedback is gathered, analysed and reports are prepared and shared with event owners and Manager Events. Participate in review processes, resolve outstanding matters, initiate and implement improvements as appropriate.</p>

Collaborate with event owners and Finance advisory teams to prepare and monitor event budgets. Prepare event costings and monitor, track and report expenditure against event budgets. Raise issues in a timely manner in respect of overspending concerns. Ensure event expenses are appropriately processed and accounts finalised.

Establish and grow networks with external service providers including professional conference organisers, contractors, suppliers, venue providers. Enable opportunities to secure cost effective rates; assist with negotiations and manage agreements in accordance with Procurement Office requirements, and ensure external services meet quality and brand expectations.

Implement best practice resources and materials for planning and running major events; and provide resources, guidelines and information for University units/ departments to effectively and efficiently run their own small events.

Oversee and provide professional event administration before, during and post event including: maintain accurate records, files and databases for all aspects of planning; Utilise event management systems; maintain and update contacts databases; track quotes, invoices and financial reports; generally provide reports and updates on event progress and activities.

Manage event resources (e.g. banners, AV equipment and gifts) appropriately by ensuring inventory of stock is up-to-date and replaced in a timely fashion. Obtain quotes for replacement stock and maintain event equipment and stock safely and to a presentable standard.

Perform Departmental Health & Safety Officer (DHSSO), first aid and/or fire warden duties (if required).

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#### **KEY RELATIONSHIPS:**

##### Internal

Marketing Services Division teams  
Communications Services and Finance Services Advisers  
Digital, web and media teams  
Development & Alumni Relations Office  
Property Services and IT Support Services  
Head of Campus and Collegiate Life (accommodation, venues)  
Risk & Health and Safety Managers  
Academic and Service Division leaders and managers  
Students and staff

##### External

Event partners, contractors, service providers, sponsors, vendors  
Executives and key note speakers  
Visitors and event registrants  
Members of the public

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#### **QUALIFICATIONS & EXPERIENCE:**

##### Essential

4+ years' professional experience in managing end-to-end delivery of a wide range of events including demonstrated skills in event scheduling design, planning, logistics and delivery.  
Proven experience in the delivery of high quality events.

##### Preferred

Tertiary qualification in a relevant field.  
Experience organising large conferences, hospitality events, festivals or international events an advantage.  
Strong organisation, negotiation skills and customer service orientation.

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#### **TECHNICAL SKILLS AND KNOWLEDGE:**

High level of proficiency in the use of standard application software such as the Microsoft Office suite. Computer literate particularly with databases.  
Event management software knowledge is an advantage.  
Proficiency in the use of on-line and social media platforms.  
In-depth knowledge of event planning, organisation and delivery.

**SPECIAL REQUIREMENTS:**

A flexible approach to working hours is necessary, as events and event set up/take-down can be outside normal office hours.  
Travel for off-campus events can be required.

**DIRECT BUDGET ACCOUNTABILITY:**

Nil

**HEALTH AND SAFETY:**

Act and work in a manner compliant with current health and safety at work legislation and University procedures, frameworks and guidelines. Role model safe behaviour and practices, share the responsibility to prevent harm and contribute to a safe campus and work environment, including raising workplace health and safety concerns for self, students, visitors and other staff.

**SUSTAINABILITY:**

Act in a manner consistent with the University's sustainability commitments; role-modelling sustainable practices, with a particular emphasis on minimising the environmental impact of day-to-day activities.

**CAPABILITY FRAMEWORK:**

Capability Group	Capability Name	Level
<b>ENGAGE</b>	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Adept
<b>ENABLE</b>	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
<b>PERSONAL ATTRIBUTES</b>	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
<b>LANGUAGE AND CULTURE</b>	Te Reo	Adept
	Tikanga Māori	Intermediate

## CAPABILITY FRAMEWORK DESCRIPTORS

### Specialist Events

#### ENGAGE

Communicate Effectively	Commit to Customer Service	Work Collaboratively	Influence and Negotiate
<i>Communicate clearly, actively listen to others and respond with respect</i>	<i>Provide customer centric services in-line with the University's and organisational objectives</i>	<i>Collaborate with others and value their contribution</i>	<i>Gain consensus and commitment from others and resolve issues and conflicts</i>
ADEPT	INTERMEDIATE	INTERMEDIATE	ADEPT
<p>Tailor communication to the audience</p> <p>Clearly explain complex concepts and arguments to individuals and groups</p> <p>Actively listen to others and clarify own understanding. Create opportunities for others to be heard</p> <p>Write fluently in a range of styles and formats. Prepare written material that is well structured and easy to follow by the intended audience</p>	<p>Support a culture of quality customer service in the organisation</p> <p>Demonstrate a thorough knowledge of the services provided and relay accurately to customers</p> <p>Identify and respond quickly to customer needs</p> <p>Consider customer service requirements and provide solutions to meet needs. Resolve complex customer issues and needs</p> <p>Co-operate across work areas to improve outcomes for customers</p>	<p>Build a supportive and co-operative team environment</p> <p>Share information and learning across teams. Support others in challenging work situations</p> <p>Acknowledge outcomes which were achieved by effective collaboration</p> <p>Engage other teams or work units to share information and solve issues and problems jointly</p>	<p>Negotiate from an informed and credible position</p> <p>Lead and facilitate productive discussions with staff and stakeholders</p> <p>Encourage others to talk, share and debate ideas to achieve a consensus</p> <p>Pre-empt and minimise conflict. Recognise and explain the need for compromise</p> <p>Influence others with a fair and considered approach and sound arguments</p>

#### ENABLE

Deliver Results	Plan and Prioritise	Think and Solve Problems	Demonstrate Accountability
<i>Achieve results through efficient use of resources and a commitment to quality outcomes</i>	<i>Plan to achieve priority outcomes and respond flexibly to changing circumstances</i>	<i>Think, analyse and consider the broader context to develop practical solutions</i>	<i>Be responsible for own actions, adhere to legislation and policy and proactively address risk</i>
INTERMEDIATE	INTERMEDIATE	ADEPT	INTERMEDIATE
<p>Complete work tasks to agreed budgets, timeframes and standards</p> <p>Take the initiative to progress and deliver own and team/work unit activities</p> <p>Contribute to allocation of responsibilities and resources to ensure achievement of team/work unit goals</p> <p>Seek and apply specialist advice when required</p>	<p>Understand the team/work unit objectives and align operational activities accordingly</p> <p>Initiate and develop goals and team plans and use feedback to inform future planning</p> <p>Respond proactively and with initiative to changing circumstances and adjust plans and schedules when necessary</p> <p>Ensure current work plans and activities are consistent with organisational change initiatives</p>	<p>Research and analyse information, identify interrelationships and make relevant evidence based recommendations</p> <p>Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options</p> <p>Participate in and contribute to team/work unit initiatives to resolve common issues or barriers to effectiveness</p> <p>Identify and share organisational process improvements to enhance effectiveness</p>	<p>Take responsibility for own actions and be accountable for the outcomes of others</p> <p>Understand delegations and act within authority levels</p> <p>Be alert to risks that might impact the completion of an activity and escalate these when identified</p> <p>Use financial and other resources responsibly</p>



## PERSONAL ATTRIBUTES

Display Resilience and Courage	Act with Integrity	Manage Self	Value Diversity
<i>Be open and honest, prepared to express your views, and willing to accept and commit to change</i>	<i>Be ethical and professional and act in keeping with the University's values</i>	<i>Show drive and motivation, a measured approach and a commitment to learning</i>	<i>Show respect for diverse backgrounds, experience and perspectives</i>
ADEPT	INTERMEDIATE	INTERMEDIATE	INTERMEDIATE
<p>Be flexible, show initiative and respond quickly when situations change</p> <p>Give constructive and honest feedback and advice using appropriate manner and tone</p> <p>Listen when ideas are challenged, seek to understand the nature of the challenge and respond constructively</p> <p>Raise and work through challenging issues and seek alternatives</p> <p>Keep control of own emotions and stay calm under pressure and in challenging situations</p>	<p>Represent the organisation in an honest, ethical and professional way and support a culture of integrity and professionalism</p> <p>Understand and follow legislation, rules, policies, guidelines and codes of conduct and help others to understand their obligations for compliance</p> <p>Recognise and report misconduct and inappropriate behaviour</p>	<p>Be willing to develop and apply new skills and adapt existing skills to new situations</p> <p>Show commitment to achieving work goals effectively</p> <p>Show awareness of own strengths and areas for growth and seek and respond positively to constructive feedback and guidance</p> <p>Demonstrate a motivated attitude to work activities and maintain own motivation when tasks become difficult</p>	<p>Be responsive to diverse experiences, perspectives, values and beliefs and listen to others' individual viewpoints</p> <p>Seek input from others who may have different perspectives and needs</p> <p>Adapt and respond positively in diverse environments</p>



## LANGUAGE & CULTURE

Te Reo	Tikanga Māori
<i>Develop understanding and use of te reo Māori (Māori language)</i>	<i>Create knowledge and use of tikanga Māori (Māori cultural practices) in the work place</i>
ADEPT	INTERMEDIATE
<p>Demonstrate use of te reo Māori words and phrases regularly and in appropriate formal work place activities</p> <p>Communicate appropriately and accurately in te reo Māori with external parties in the course of formal work place events</p> <p>Encourage others to use and learn new te reo Māori words and phrases</p>	<p>Understand the University's Māori Strategic Framework and incorporate its principles appropriately in work place activities</p> <p>Demonstrate an appropriate workplace understanding and awareness of tikanga Māori</p> <p>Has knowledge of the Articles and Principles of Te Tiriti o Waitangi</p> <p>Take part in opportunities to extend own understanding and awareness of tikanga Māori and Te Tiriti o Waitangi</p>