

Position Description

Job Title	Events Manager
Division	Marketing and Engagement
Reports to	General Manager – Marketing and Engagement

Summary

The Events Manager will lead the delivery of events and engagement activities for the Victorian Farmers Federation (VFF). The Events Manager is responsible for leading the coordination and administration of various VFF events from conferences to forums and Field Days. The role will include liaising with key stakeholders and offering outstanding customer service to our stakeholders. Travel to regional Victoria and attendance at events is required, which is often out of regular office hours.

Key Duties and Responsibilities

- a) Contribute to the implementation of the VFF Strategic Plan through greater engagement and increased event activity with regional and metro communities.
- b) Increase attendance at VFF events through the development, implementation and coordination of targeted promotional and communications of innovative VFF gatherings.
- c) Engage with the agriculture industry in line with the VFF Strategic Plan and annual operating plans to develop the industry and provide relevant, informative and engaging events.
- d) Co-develop and manage a comprehensive, State-wide events calendar that meets the needs of VFF members, partners and the broader farming community. Engagement with MOFS and Stock Sense will be required with regards to calendar planning and Field Day collaboration in particular.
- e) The application of project management to the creation and development of large-scale and small-scale events as required. Multiple events require planning concurrently and lead times are often six months in advance to ensure logistics, registrations and promotions are maximised.
- f) Maintain effective relationships with key agriculture industry stakeholders, partners, members and suppliers. This includes ensuring partners are accurately and effectively represented at events (logo

placement, speech inclusions, dinner table plans to maximise their investment and networking opportunities, introductions to co-presenting partners etc)

- g) Take responsibility for managing venues, technical and logistical elements, budgeting and negotiation for events. Administer speaker approaches, confirmations, promotions, running sheets, event orders, floorplans, registration/guest lists, name tags, and materials for events (promotions online, in print and at the venues eg lectern signs, pull-up banners and digital signage).
- h) Coordinate and manage event suppliers including the venue, audio visual production, guest speakers, entertainment and catering.
- i) Deliver the VFF Symposium and Federation Conferences including social functions and dinners. Manage and attend functions, including set-up/ bump in, registration and pack-down/ bump-out, managing issues during the event such as room temperature, volume of audio etc. Events include but are not limited to: Field Days; Symposium; Federation Conference; AGM; Road Shows with Commodity Managers; NFF events held in Victoria; AFL Country Round; Ag Day; Melbourne International Flower and Garden Show.
- j) Provide content and briefs to the Design and Publications Coordinator for the design and creation of promotional materials for events (flyers, invitations, programs, signage etc). Work with the Design and Publications Coordinator and Media and Communications Advisor on the overall event design, brand building, marketing and communication strategy for VFF events.
- k) Support the Regional Engagement Representatives from conceptualisation of events and initial brief through to execution with a particular focus on the VFF presence at Field Days.
- l) Support the Commodities (Livestock, Grains, Intensives, Horticulture and United Dairy Victoria) with event advice and guidance.
- m) Support the Media and Communications Advisor and other colleagues in marketing strategies and communications plans associated with event promotions and other initiatives.
- n) Provide event support to the VFF Branches, Presidents and secretaries where required.
- o) Manage administrative functions in the lead up to all events, including travel bookings, ensuring speakers and sponsors + partners meet deadline requirements, organising printing of promotional material and organising couriers as required.
- p) Conduct event research where required. In particular through post-event surveys.
- q) Work with the Media and Communications Advisor and Design and Publications Coordinator and provide content for event updates, content for E-News, Victorian Farmer, the VFF website and corporate emails.
- r) Other duties as directed by the General Manager – Marketing and Engagement

This role is required to work in the VFF's Collins Street office a minimum of three days each week.

A commitment to the **VFF values** is required at all times by VFF Employees:

United	One voice, one team, one dream
Effective	Delivering on a clear strategy, clear goals and outcomes and communicating them
Professional	Treat others with respect, accountable, calm, skilled, honest, competent, positive, authentic, dedicated.
Connected	Collaborate across the organization, in touch with our members, their issues and needs, strong, clear networks with relevant external organisations
Innovative	Adaptable, modern, applying ideas across commodities, teams and members

This includes compliance with relevant VFF policies, including the Code of Conduct, Personal use of Social Media and Media Contact policies.

Supervisory Responsibilities

This role may require coordination and/or supervision of consultants, permanent staff and casual staff assisting with a wide variety of events.

Key Selection Criteria

Experience and qualifications

- Tertiary qualifications in event management, marketing or communications and/or demonstrated experience in event planning and stakeholder engagement
- Experience in marketing, public relations and/or communications
- Experience in the field of events management including budgets

Competencies

- An ability to plan, budget and deliver major and minor events
- Strong interpersonal and presentation skills and an ability to build and maintain both internal and external stakeholder relationships
- An ability to prepare written content for a range of communication mediums, including reports, newsletters, marketing materials, website content and social media content
- Ability to work collaboratively, to prioritise work requirements, work autonomously when appropriate, consult appropriately and respond to direction as required
- Excellent organisational and time management skills, with an ability to manage multiple projects and prioritise competing tasks
- Strong administration skills, including excellent attention to detail
- Demonstrated high level initiative and problem-solving capability
- Excellent verbal and written communication skills
- Confidence using Microsoft Office, Zoom, MS Teams and social media platforms
- Flexibility to work outside normal work hours and a preparedness to travel regularly throughout Victoria.

