



WILLINGA PARK

## Job Description

POSITION:	Event Specialist
REPORTS TO:	Sales and Marketing Manager
UPDATED:	September 2023

Reporting to the Sales and Marketing Manager, you will have a demonstrated history of event coordination, F&B hospitality and a passion for delivering high levels of customer service. You will have an excellent eye for detail with exceptional writing and organisation skills, be well-groomed and have a can-do attitude.

### MAIN DUTIES:

The Event Specialist is responsible for the planning and execution of Willinga Park events with a focus on bringing together and integrating the different parts of the business. An eye for detail and for information is required, ensuring a high level of service standards and professionalism is maintained.

### Coordinate Willinga Park Stakeholder Events

This role includes but is not limited to the following specific roles:

- Supporting the Sales and Marketing Manager with the programming and planning of the event calendar to include Equine and Non-Equine events
- Coordinate the wider team to integrate all areas of the business within the event plans. Develop a strong working team with all parts working together
- Identify opportunities to evolve the Willinga Park event offering to each target market
- Create new ideas, brainstorm and implement event concepts and themes
- Prepare detailed and concise event documentation, ie WIPs, run sheets, briefs
- Prepare, manage and track event budgets for optimal efficiency and processing of Quotes and Invoices. Reconcile budgets post event.
- Identifying individual business requirements and expectations for each event.
- Maintain the integrity of the Willinga Park brand guidelines



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- Coordinate and manage timely meetings and keeping the team well informed
- Inform and keep the wider team up to date with all event timings and plans
- Project manage assigned events from briefing and planning to execution for optimal business outcomes
- Coordinate all operational and logistical elements of the event.
- Coordinate attendee communications ie guests, competitors, spectators Setting up event ticketing through Salesforce and Try Booking. Manage ticket sales and reporting
- Organise all suppliers, catering, staff rosters, and entertainment.
- Manage printing, signage and all other event collateral.
- Manage bump in, bump out and clean-up of operations.
- Anticipating attendee needs and identifying ways to mitigate risk.
- Maintaining strong relationships across all areas of the business and with suppliers
- Developing post-event reports on the effectiveness of each event.
- Assist in the positive profile for Willinga Park and Canberra Airport within the tourism, hotel, conferencing, and events industries.
- Requirement to work some weekends and outside of standard office hours
- Working to deadlines and time pressure environments
- Creative problem solving and troubleshooting
- Attention to detail and creative thinking

### **Coordinate Venue Hire Stakeholder Events**

- Identify opportunities to increase venue hire awareness and increase external event bookings
- Manage event venue hire inquiries
- Provide Quotes, Booking Forms and Agreements
- Manage the hire agreement from inquiry through to execution
- Create positive relationships with hirers
- Provide event and logistic support to hirers
- Coordinate the wider team and integrate all areas of the business within the hire plans. Keep teams informed and up to date

### **Support Conference and Meeting Facilities**

The Event Specialist will offer support to the Conference Coordinator for all conference and meeting planning and activities located across Willinga Park.

From time to time it may be required to support the Conference Coordinator with conference activities.



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### **Support Food and Beverage Facilities**

The Event Specialist will offer support to the Food and Beverage team to review and evolve the Event and Conference F&B planning, offerings, packages and pricing.

### **OTHER**

As directed by their Sales and Marketing Manager from time to time, the Event Specialist may be required to undertake ad-hoc duties that fit within the broad parameters of their job skills.

### **POSITION ATTRIBUTES:**

The Event Specialist will need to have the following core attributes:

#### **Excellent Written and Oral Communication Skills**

The Event Specialist will be communicating with the public, high profile clients and internal stakeholders whilst building strong relationships across the Willinga Park business. These relationships include both internal and external clients of Willinga Park.

#### **Team Player**

The Event Specialist will demonstrate teamwork skills across all the Willinga Park teams. This includes no office politics by always showing equal respect to your colleagues and team members. As the Event Specialist will have daily interaction with the public, the Event Specialist will need to develop and foster positive internal and external relationships to manage ad-hoc duties and tasks as directed by the Sales and Marketing Manager.

#### **Team Management Skills**

The Event Specialist will demonstrate the ability to manage teams and bring together and integrate the different parts of the business.



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### Delivery of Service

The Event Specialist must ensure the delivery of service to the public, sub-contractors and clients are attended to in an efficient, timely and professional manner. This involves the constant feedback on progress to the stakeholders to ensure the delivery of service is of a high standard.

### Presentation and Image

The Event Specialist must be professionally presented in the supplied Willinga Park uniform and have a clear understanding that they are always representing the business in a professional manner.

### Organisational and Time Management skills

The Event Specialist will have the responsibility of ensuring that all administration tasks i.e. coding of invoices and filing are completed in a timely manner to ensure data and costs are recorded effectively.

### Willinga Park Values

The Event Specialist will positively follow the Willinga Park values to ensure the culture is maintained as a family owned, positive and professional business.

### Feedback

The Event Specialist will participate from time to time in a feedback process such as 360 degree or a formal review as part of their professional development. The Event Specialist will use this feedback to understand development and learning opportunities associated with their role within the business. Annual reviews will be conducted with your direct manager and Head of Human Resources as well as encouraging live feedback at any time you or your manager feel necessary during your employment. It is expected that the Event Specialist engage in feedback discussions in an open and constructive manner and work together with their manager on genuine opportunities to improve performance.

### Confidentiality

The role of the Event Specialist requires handling of sensitive information of all clients of Willinga Park. It is expected that the Event Specialist will not divulge any



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confidential information to anyone outside of the direct Event Specialist team and Managing Director.

### Self-Starter

The role requires a level of autonomy in that the Event Specialist provides support to Sales and Marketing Manager, colleagues and other stakeholders and will not have to require ongoing direction. That is, the Event Specialist will understand the position and create opportunities to better the role with fresh ideas and innovative ways of undertaking it.

### Software

The role requires a level of autonomy in that the Event Specialist provides support to the Sales and Marketing Manager, colleagues and other stakeholders and will not have to require ongoing direction. That is, the Event Specialist will understand the position and create opportunities to better the role with fresh ideas and innovative ways of undertaking it.

### Software

The Event Specialist is required to be proficient in all aspects of the following software programs:

- Microsoft Office software, including Word, Excel, PowerPoint and Outlook.
- Adobe suite.

### Target Safety – Aim High

All Willinga Park workers have a duty to:

- take reasonable care for their own health and safety.
- take reasonable care that their acts or omissions do not adversely affect the health and safety of other persons.
- comply, so far as they are able, with any reasonable instruction that is given by Willinga Park Management to allow it to comply with its work, health, and safety obligations.
- comply with any reasonable policy or procedure of Willinga Park relating to work health and safety.
- follow all Safe Working Procedures and Safe Work Method Statements relevant to their role.



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### Risk management

All Willinga Park employees have a duty to identify and assess potential risks that may hinder the reputation, safety, security and financial prosperity of Willinga Park.

- Manage the process of identifying and assessing the risks that could/would affect the business.
- Report and communicate risk issues to Risk Management Committee as soon as possible.
- Implement where appropriate, risk control actions.
- Comply and implement systems, policies, and procedures for the identification of risk.
- Collection, analysis of risk related and compliance information and share with Willinga park employees and management where required.

Employee: \_\_\_\_\_ Manager: \_\_\_\_\_

Signature: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_