

## Message from the CEO

"I am honored to lead the Municipal Association of Victoria (MAV) on the transformative journey ahead as we work to realise the aspirations outlined in our new MAV Strategic Plan for 2024- 2027.

Our vision is to be a nation leading organisation for the Victorian local government sector in strategic foresight, policy and research, leadership and governance, service design and advocacy impact.

Our purpose is to enable action that supports Victorian councils to create cities and regions, towns and communities that are thriving, inclusive and resilient.

The MAV has positioned itself at the forefront to lead the local government sector, embracing the leadership challenge presented by unprecedented technological, economic, environmental, and social changes. Our commitment is unwavering as we strategically lead and strengthen councils, serving as the authoritative voice for the Victorian local government Sector.

Our new team will seek and embrace opportunities for growth aligned to the perspectives of our stakeholders and ensure that our strategic direction is not only visionary but also deeply rooted in the needs and aspirations of those we serve.

The heart of our strength lies in the knowledge and expertise of councils in every region of Victoria. Together, we will build resilience, address climate change, and create a future where all our communities thrive.

I look forward to the shared achievements and successes that await us."

Kelly Grigsby

CEO, Municipal Association of Victoria

# Position Snapshot

Our vision is to be a nation-leading organisation for the Victorian local government sector in strategic foresight, policy and research, leadership and governance, service design, and advocacy impact. Our purpose is to mobilise action that supports Victorian councils to create cities, regions, and towns that are thriving, resilient, and inclusive communities.

The leadership challenge and opportunity of rising to the unprecedented technological, economic, environmental, and social changes in the 21st Century is becoming critical for local governments; and this is why the role of the MAV is so important now and into the future. At the MAV we are committed to working collaboratively with councils to achieve just and sustainable growth and to prepare for the future and the uncertainty it brings.

The Innovation Events Manager will play a pivotal role in the end-to-end delivery of three key events for the MAV and the MAVlab. These include: the new MAVlab Innovation Awards Gala, the MAV Annual Conference, and the Service Awards Dinner Gala. In 2025, these events will be produced by the MAV's innovation team - the MAVlab. MAVlab works to support all 79 Victorian local governments to successfully prepare for and respond to the increasingly complex social, environmental, economic, technological and leadership challenges that our communities are facing. This team will bring an innovation lens to the curation and delivery of these three events to inspire and share the high impact public purpose work of the sector with the local government community.

This position is responsible for overseeing all logistics and delivery aspects of the events and will collaborate closely with the programming team to ensure that each event meets its strategic objectives and delivers an outstanding experience for delegates, partners and stakeholders. The Innovation Events Manager will ensure the effective planning, coordination, and execution of each event, ensuring they align with the organisation's vision and values. This includes liaising with appropriate venues, suppliers, managing event logistics, budget oversight, speaker and ministerial liaison, event production and compliance with Occupational Health and Safety (OHS) standards. The role will also work closely with internal and external stakeholders to ensure successful event outcomes and represent the MAV at formal functions when required.

The Innovation Events Manager is crucial to the successful delivery of key events for MAV and its vision of fostering resilient, inclusive, and thriving communities across Victoria. The Event Manager will ensure that all logistical elements are expertly managed, from event conception to execution, while building relationships with stakeholders and maintaining a high standard of professional excellence.

The Innovation Events Manager is responsible for:

### **Event Planning and Coordination**

- Lead the end-to-end planning and execution of three major events: the MAVlab Innovation Awards Gala, the MAV Annual Conference, and Service Awards Dinner Gala, from inception through to post-event evaluation.
- Collaborate with the programming team to design event schedules, ensuring that all objectives and expectations are met.
- Develop and maintain a comprehensive event plan, detailing key milestones, deadlines, and responsibilities.
- Manage all logistics, including venue liaison, catering, audio-visual needs, transportation, and guest services.
- Support the planning and setup of occasional additional online events, briefing and coaching sessions as required.

### **Event Delivery**

- Lead the delivery of the of three major events: the MAVlab Innovation Awards Gala, the MAV Annual Conference, and Service Awards Dinner Gala – these events are confirmed to run over 3 days in October 2025.
- Ensure that the appropriate planning and resourcing is in place for smooth delivery across all events.
- Responsibly manage the running of each event with a high degree of professionalism and great attention to detail.
- Ensure that events comply with OH&S requirements are met and production staffing/volunteers are well provisioned.

### **Stakeholder Engagement and Relationship Management**

- Build and maintain strong relationships with internal and external stakeholders, including MAV staff, sponsors/partners, suppliers, speakers, and service providers.
- Communicate effectively with all stakeholders to ensure clarity on event expectations, timelines, and resources.
- Coordinate with the MAVlab programming team, Events & Sponsorship Coordinator and Events Officer to ensure smooth delivery across all logistical aspects of the events.

## **Budget Management and Sponsorship**

- Oversee the development and management of event budgets, ensuring all expenses are accounted for and fall within approved parameters.
- Support the management of event sponsorships and partnerships, ensuring they align with MAV policies and enhance the event experience and are acquitted on time.
- Develop and maintain partnerships with key sponsors, ensuring clear deliverables and satisfaction from all parties.

## **Risk and Compliance Management**

- Complete thorough OHS & risk assessments for each event, ensuring compliance with all safety regulations and guidelines and contingencies for any significant risks.
- Monitor and manage contracts with event suppliers and contractors, ensuring all services are delivered to specification and within budget.
- Ensure all event activities adhere to the MAV's policies, procedures, and relevant legislation.

## **Event Marketing and Promotion**

- Oversee the development of event collateral, ticketing platform, website and digital program, ensuring consistency with the MAV's branding and messaging.
- Collaborate with the communications team to promote the events through appropriate channels, increasing visibility and engagement.
- Coordinate with MAV events Officer to ensure timely delivery of event registration and participant communications using Cvent or other event management systems.

## **Post-Evaluation and Reporting**

- In collaboration with the MAVlab programming team:
  - develop and implement a comprehensive impact measurement framework and process for all relevant stakeholders.
  - lead post-event evaluations to assess the success of each event, including feedback from participants and stakeholders.
  - analyse event data and trends to implement enhancements for future events, ensuring ongoing relevance and impact.
- Prepare detailed reports on event performance, providing recommendations for continuous improvement in future events.

# Your Sphere of Influence and Key Relationships

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Reports to	Bonnie Shaw, Chief Innovation in Residence, MAVlab Lead
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Internal	MAV Board MAV Delegates Executive Team Senior Leadership Team MAV Staff
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External	Federal and State Politicians Government Agencies and Authorities (State and Federal) Local Government Bodies and Professional Associations Business and Community Leaders Council Committees Victorian Community Service Providers and Consultants
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# KPIs 2024 – 2025

## Your First 12 Months

To be successful in this role you will need to focus on the following key priorities:

- **Event Planning and Coordination** - Lead the end-to-end planning and execution of three major events: the MAVlab Innovation Awards Gala, the MAV Annual Conference, and Service Awards Dinner Gala, from inception through to post-event evaluation.
- **Event Delivery** - Responsibly manage the running of each event with a high degree of professionalism and great attention to detail.
- **Stakeholder Engagement and Relationship Management** - Build and maintain strong relationships with internal and external stakeholders, including MAV staff, sponsors/partners, suppliers, speakers, and service providers.
- **Budget Management and Sponsorship** - Oversee the development and management of event budgets, ensuring all expenses are accounted for and fall within approved parameters
- **Risk and Compliance Management** - Complete thorough OHS & risk assessments for each event, ensuring compliance with all safety regulations and guidelines and contingencies for any significant risks. Ensure all event activities adhere to the MAV's policies, procedures, and relevant legislation.
- **Event Marketing and Promotion** - Oversee the development of event collateral, ticketing platform, website and digital program, ensuring consistency with the MAV's branding and messaging. Ensure events are promoted through appropriate channels, increasing visibility and engagement.
- **Post-Event Evaluation and Reporting** - Prepare detailed reports on event performance, providing recommendations for continuous improvement in future events.

## Vision for MAV 2027

We are passionate about attracting the right people with the right personal attributes to inspire staff to stay focused on the vision.

# Your Personal Attributes

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## Key Competencies

**Innovator** – You strive to generate innovative solutions and find new ways to tackle problems and seize opportunities. You are proactive, always taking prompt action to accomplish objectives and going above and beyond to achieve goals.

**Communicator** – You focus on developing and leveraging collaborative relationships to achieve your goals. You take the time to stay informed about the internal and external environment, understanding organisational dynamics and proactively navigating the stakeholder landscape. Additionally, you prioritise the customer perspective and work to create service practices that meet their needs and the needs of the organisation.

**Change Agent** – you strive to maintain your effectiveness even when faced with major changes in your work responsibilities or environment. You adapt quickly to new structures, processes, requirements, or cultures in order to continue performing at a high level. You also take proactive measures to identify areas for improvement and implement solutions, creating positive change in my work environment.

**Team Player** - You actively participate as a valuable member of your team, working together to achieve your shared goals. You understand the importance of effective collaboration and maintain good working relationships with your colleagues. By working cooperatively with others, you contribute to the success of the team.

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## Qualifications

- Relevant tertiary qualifications in Event Management or a related discipline (desirable).
- Certificate in Project Management (desirable).
- Relevant qualification or experience in Graphic Design (desirable).

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## Experience

- Proven experience in a leadership role managing and delivering complex events, including awards galas, conferences, and formal dinners.
  - Experience in sponsorship and partnership management, with a demonstrated ability to secure and maintain relationships with sponsors.
  - Previous experience in stakeholder management and collaborating with diverse teams to deliver successful events.
  - Demonstrated leadership in coordinating with event teams and driving performance in a collaborative environment.
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	<ul style="list-style-type: none"> <li>• Experience developing collateral and communications material for ticketing sales and engagement campaigns.</li> <li>• Experience in impact measurement and analysis</li> </ul>
Specialist skills and knowledge	<ul style="list-style-type: none"> <li>• Proficiency in event management software (e.g., Cvent) and Microsoft Office365 suite (including SharePoint, OneDrive, Teams, and Zoom).</li> <li>• Strong experience and ability in managing event budgets, sourcing suppliers, and negotiating contracts.</li> <li>• An exceptional ability to communicate with a high degree of political acumen and the ability to navigate complex stakeholder relationships.</li> <li>• Demonstrated ability in being adaptable and managing change effectively, while maintaining focus on delivering outstanding outcomes.</li> </ul>
Personal attributes	<ul style="list-style-type: none"> <li>• A strategic thinker who can inspire and influence others toward achieving MAV's mission.</li> <li>• Extremely reliable with strong attention to detail and the ability to anticipate risks and find solutions.</li> <li>• A level-headed producer, capable of keeping calm and focused on the melee of event delivery.</li> <li>• Innovative and solution-focused with the ability to think outside the box to resolve challenges and implement new ideas.</li> <li>• A hands-on leader who sets a strong example and fosters a collaborative and high-performance culture.</li> <li>• A dedicated team player who supports, empowers, and motivates others to work together for the success of the MAV and its mission. Leads by example and happy to roll up sleeves to support delivery.</li> </ul>



# Shared Organisational Responsibilities

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- Safe Workplace
- Undertake responsibilities in line with the Occupational Health and Safety policies, procedures, training, and instruction, employees are responsible for ensuring that they:
    - Follow reasonable instruction.
    - Cooperate with their employer.
    - At all times, take reasonable care for the safety of others in the MAV workplace.
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- Policies and Procedures
- Undertake responsibilities in line with all MAV policies related to the position including Workplace Behaviours, Record Keeping, Procurement, Staff Management and Community Engagement.
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- Legislative Framework
- Complete responsibilities of this position in line with the relevant legislation for which the Unit is responsible.
  - Ensure all relevant legislation, standards, and codes of practice are identified, monitored, and reviewed for all sections of the Unit.
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- Risk Management
- Adopt a proactive risk management approach to all MAV activities that the Unit is responsible for.
  - Create an environment where managing risk is accepted as the personal responsibility of each employee.
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# Inherent Requirements of the Position

The below lists the demands and work environment more often than not in order to perform the essential functions of the position:

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Office Duties	<ul style="list-style-type: none"><li>• Sitting at a workstation on an adjustable office chair, general office-based work, using a computer for up to one hour at a time, followed by a break.</li><li>• Includes general office-based work such as handling files, various paperwork, attending phone calls and customer enquiries.</li></ul>
Event Duties	<ul style="list-style-type: none"><li>• Manage large-scale events in corporate and alternative venues.</li><li>• Includes coordinating production and managing venue logistics.</li><li>• Out of hours and/or extended hours particularly during event delivery. Events will be delivered over 3 days including day and evening events.</li><li>• Physical requirements include (but are not limited to) a high degree of mobility to move around venue and lifting and transporting materials for events.</li></ul>
Driving	<ul style="list-style-type: none"><li>• Required to drive private/rented vehicle whilst carrying out the responsibilities of the position.</li><li>• Occasional travel for event delivery and stakeholder engagement.</li></ul>

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## Pre-employment Requirements

National Police Check

Verification of Qualifications and Training

Full Victorian Driver's Licence

# Selection Criteria

Your application for this position should address:

- The key responsibilities of the position
- Personal Attributes, including Competencies, Qualifications, Experience and Specialist Skills and Knowledge that you will need to succeed as the Innovation Events Manager.

People & Capability – Internal Use Only

Position Number(s):

PD Current as at: March 2025