

## 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 Sector Services and Engagement team plays a key role in realising this vision, delivering a dynamic calendar of professional development opportunities, conferences, and sector-wide engagement events. These programs support the strategic priorities of the MAV and contribute directly to sector capability and innovation.

As the Events Program Design and Delivery Lead, you will lead the end-to-end development, coordination, and delivery of MAV's sector-facing events program from flagship conferences to new initiatives. You'll bring creativity, precision, and a strong service ethos to every stage of event delivery, ensuring our programs are high-impact, well-executed, and reflective of MAV's values and strategic direction.

This role is both operational and strategic. You'll work closely with colleagues across MAV and with councils, partners, and suppliers to scope event objectives, develop engaging content and formats, coordinate logistics, and ensure every event runs smoothly. You'll also champion continuous improvement, using evaluation data and feedback to strengthen our offering and drive innovation in event delivery.

In collaboration with the MAV Communications team, you will help shape event promotion, design marketing assets, and grow engagement across digital and in-person platforms. You will play a critical role in positioning MAV events as must-attend experiences that connect, inform, and inspire the local government sector.

This is a unique opportunity to join a values-driven organisation and contribute meaningfully to the future of Victorian local government.

# Your Sphere of Influence and Key Relationships

Reports to	Manager Sector Services and Engagement
Internal	MAV Board MAV Delegates Executive Team Senior Leadership Team MAV Staff MAV Advisory Committees
External	Service Providers and Consultants Sponsors and Partner Organisations Local Government Bodies and Professional Associations Victorian Councils Victorian Community

# KPIs 2025 – 2026

## Your First 12 Months

To be successful in your first year, your focus should be on establishing strong foundations across event delivery, stakeholder relationships, and strategic alignment. Key priorities include:

- **Understanding the MAV Environment**  
You've developed a deep understanding of the MAV's strategic goals, our member base, and the political, social, and regulatory context in which we operate. This contextual knowledge informs your decisions and helps shape an event program that reflects and advances sector priorities.
- **Strategic Program Development and Delivery**  
You've successfully designed and delivered a high-quality annual calendar of MAV conferences and events, including flagship initiatives such as State Council and our Annual Conference. Events are aligned with MAV's strategic plan and demonstrate innovation, consistency, and member impact.
- **Strong Stakeholder Engagement**  
You've built productive relationships with councils, sector stakeholders, partners, and suppliers. These networks have supported event success and opened up new opportunities for collaboration, sponsorship, and audience growth. Your work has elevated the MAV's public profile and deepened sector-wide engagement and capability.
- **Internal Collaboration and Trusted Partnerships**  
You've worked closely with colleagues across MAV particularly in communications, research, policy, and operations to ensure our events support and amplify their work. You are a trusted collaborator who brings value to cross-functional projects, contributes to shared goals, and champions MAV values.
- **Operational Excellence and Continuous Improvement**  
Your event operations are smooth, professional, and data-informed. You've improved systems and processes, ensured compliance, and used evaluation to guide refinements. Your attention to logistics, contracts, budgets, and CRM data has strengthened MAV's capability and reputation.
- **Leadership in Innovation and Experience**  
You've enhanced the creative direction of our events, maintained what makes them unique, and introduced new elements that delight, surprise, and inspire attendees. Whether through hybrid delivery, speaker curation, or memorable touches, your leadership has helped MAV events stand out.
- **Positive Sector Impact**  
Your efforts have contributed to a broader sense of momentum, with evidence of strengthened council capability, growing participation across the sector, and increased recognition of MAV as a leader in event-based engagement and learning.

# 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

- **Innovative Leader**  
You think beyond the conventional envisioning new formats, experiences, and ways of delivering impact through events. You're proactive in identifying opportunities for growth, not just in audience or sponsorship but in how we bring ideas to life. You're excited by the creative challenge of making events memorable and meaningful.
  - **Strategic Communicator**  
You bring people with you. Whether you're pitching to a potential sponsor, briefing a speaker, or collaborating with a colleague, you communicate clearly, persuasively, and with purpose.
  - **Agile and Adaptive**  
You embrace change not just as a challenge but as a chance to improve adapting event models, rethink delivery formats, and stay ahead of the curve in a rapidly evolving sector.
  - **Collaborative Operator**  
You thrive in a team environment. You work cross-functionally to get things done, showing initiative and reliability. You value good relationships and understand that strong events come from strong collaboration.
  - **Audience-Focused & Data-Informed**  
You never lose sight of who we're doing this for. You use data to understand engagement, identify gaps, and drive continuous improvement. Your approach is both creative and analytical ensuring our events serve members, grow audiences, and deliver genuine value.
  - **Entrepreneurial and Outcome-Driven**  
You see events as platforms for influence and capability. You understand the role they play in building our reputation, funding our work, and growing our impact. You seek out sponsors and partners who align with our mission, and you design experiences that leave a lasting impression.
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Qualifications	<ul style="list-style-type: none"> <li>• Certificate IV or Diploma in Event Management (or similar), or equivalent professional experience.</li> <li>• A tertiary qualification in event management, communications or public policy is desirable.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Extensive experience of events planning, management, and delivery, ideally in a government or membership-based context.</li> <li>• Understanding of local government and/or the broader public sector environment.</li> </ul>
Specialist skills and knowledge	<ul style="list-style-type: none"> <li>• Advanced organisational and project management skills and capability with the ability to multitask and manage competing deadlines, while maintaining attention to detail.</li> <li>• Demonstrated experience in managing event budgets including monitoring income and expenditure, raising purchase orders and invoicing.</li> <li>• Demonstrated ability to build productive and collaborative relationships and effectively manage key stakeholders.</li> <li>• Demonstrated understanding of relevant OHS requirements and experience in the application of OHS procedures to ensure the safe delivery of events.</li> <li>• Excellent customer service and interpersonal skills.</li> <li>• Excellent written and verbal communication skills.</li> <li>• Critical thinking and problem-solving capability with the ability to take initiative, think creatively and provide innovative concepts and solutions.</li> <li>• A growth mindset with the ability to embrace new challenges, solve problems and implement innovative ideas.</li> <li>• Proficiency with Customer Relationship Management (CRM), Cvent or similar event management systems.</li> <li>• Proficiency in Microsoft Office365 suite including SharePoint, OneDrive, Teams, Zoom or other online meeting platforms.</li> </ul>



# Your Key Responsibilities

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## Event Program Design and Development

- Design and deliver MAV's annual calendar of sector-focused events including Annual Conference, State Council and thematic Conferencing.
- Ensure high quality, consistent event delivery aligned with MAV's strategic priorities.
- Collaborate with the Communications team on communications planning across the full program and individual events.
- Establish a strong professional network with relevant local government stakeholders, agencies, bodies to support the delivery of the MAV events and beneficial outcomes for the local government sector.
- Apply understanding of the political, social, and legal environment and organisational context of the MAV and its strategic priorities.

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## Event Logistics and Delivery

- Develop, maintain and implement project plans for each event ensuring smooth end-to-end logistics.
  - Coordinate event registrations, ticketing, and participant confirmations.
  - Maintain accurate records and up-to-date data across MAV's CRM, LMS, and other booking systems.
  - Monitor planning milestones, budgets, and registration numbers, reporting on event viability and engagement.
  - Liaise with venues, vendors, and suppliers to ensure seamless event delivery.
  - Ensure all third-party service contracts are in place and compliant with procurement policies.
  - Coordinate event registrations, ticketing, and participant confirmations.
  - Maintain accurate records across MAV's Customer Relationship Management (CRM), Learning Management System (LMS), and other booking systems.
  - Monitor planning milestones, budgets, and registration numbers, reporting on event viability and engagement.
  - Liaise with venues, vendors, and suppliers to ensure seamless event delivery.
  - Ensure all third-party service contracts are in place and compliant with procurement policies.
  - Deliver on-the-day event co-ordination and troubleshooting.
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	<ul style="list-style-type: none"> <li>• Conduct evaluation to guide the recommendation and implementation of continuous improvement initiatives.</li> </ul>
Collaboration, Teamwork and Continuous Improvement	<ul style="list-style-type: none"> <li>• Comply with internal standards and external obligations by remaining up to date with MAV policies and procedures and associated training.</li> <li>• Live the MAV's values and management behaviors, at all times, role modeling these behaviours for the broader MAV team.</li> <li>• As part of the Events team, demonstrate commitment to an organisation culture that enables contribution to innovation, continuous improvement, and service excellence.</li> <li>• Document and maintain clear processes relevant to event planning and delivery.</li> <li>• Contribute to continuous improvement of MAV's event delivery approach, tools, and practices.</li> <li>• Partner constructively across the organisation, demonstrating cross-unit cooperation and collaboration to achieve best value for money and high-quality outcomes.</li> <li>• Represent the MAV at formal functions and events on all occasions ensuring a high and appropriate public profile.</li> <li>• Undertake any additional tasks as directed by the Manager.</li> </ul>



# Shared Organisational Responsibilities

Safe Workplace	<ul style="list-style-type: none"><li>• Undertake responsibilities in line with the Occupational Health and Safety policies, procedures, training, and instruction, employees are responsible for ensuring that they:<ul style="list-style-type: none"><li>• Follow reasonable instruction;</li><li>• Cooperate with their employer; and</li><li>• At all times, take reasonable care for the safety of others in the MAV workplace.</li></ul></li></ul>
Policies and Procedures	<ul style="list-style-type: none"><li>• Undertake responsibilities in line with all MAV policies related to the position including: Workplace Behaviours, Record Keeping, Procurement, Staff Management and Community Engagement.</li></ul>
Legislative Framework	<ul style="list-style-type: none"><li>• Complete responsibilities of this position in line with the relevant legislation for which the Unit is responsible.</li><li>• Ensure all relevant legislation, standards, and codes of practice are identified, monitored, and reviewed for all sections of the Unit.</li></ul>
Risk Management	<ul style="list-style-type: none"><li>• Adopt a proactive risk management approach to all MAV activities that the Unit is responsible for.</li><li>• Create an environment where managing risk is accepted as the personal responsibility of each employee.</li></ul>

# 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:

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>
Role Specific	<ul style="list-style-type: none"><li>• Frequent standing and walking while carrying out the responsibilities of the position.</li><li>• Occasional manual handling such as lifting, holding, carrying, moving, pulling, and pushing equipment and resources.</li><li>• Occasional kneeling, squatting, bending, and twisting.</li><li>• Some out-of-hours work may be required, particularly in the delivery of events.</li></ul>
Transport	<ul style="list-style-type: none"><li>• Driving private/rented vehicle/s, using public transport or taxi services, while carrying out the responsibilities of the position.</li></ul>

## Pre-employment Requirements

Verification of Qualifications and Training

Full Victorian Driver's Licence

## Selection Criteria

Your application for this position should address the points listed under 'Your Personal Attributes' which are the Competencies, Qualifications, Experience and Specialist Skills and Knowledge you will need to succeed as the Events Design and Deliver Lead.

People & Capability – Internal Use Only

Position Number(s):

PD Current as at: July 2025