

## 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

# PD

# Events and Network Officer

# 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 Events & Network Officer plays a key role in supporting MAV's events program and sector networks by delivering engaging, accessible, and high-quality experiences both in person and online. This role combines strong coordination skills with a growing expertise in online event production, ensuring seamless delivery across platforms and formats.

You'll help plan and deliver a diverse calendar of events, maintain MAV's peer networks, and contribute to growing our digital capability and audience reach. Working closely with the Events Lead and cross-functional teams, you will help strengthen MAV's engagement with councils and stakeholders across Victoria.

As the Events and Network Officer, you'll foster strong relationships with MAV's professional networks and stakeholders, supporting peer-learning communities through effective communication, meeting coordination, and accurate data management. Working closely with the Communications Team, you'll help promote events and networks, contribute to marketing content, and monitor engagement trends to improve reach and participation.

Your role will also involve gathering and analysing feedback, maintaining data systems, and using insights to drive continuous improvement. As a collaborative team member, you'll contribute to cross-program initiatives, embrace a service-first mindset, and support innovation in MAV's engagement and learning offerings.

# 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
External	Local Government Bodies and Professional Associations Business and Community Leaders Service Providers and Consultants

# KPIs 2025 – 2026

To be successful in your first 12 months you will need to focus on and contribute to the delivery of the following key priorities, in partnership with the Events team and broader Sector Services and Engagement Unit:

Priority	Actions and Deliverables
Event Planning and Delivery	<ul style="list-style-type: none"><li>• You will support the full lifecycle of MAV events, including workshops, webinars, forums, and conferences. This involves coordinating logistics such as speaker support, venue arrangements, scheduling, and run sheets.</li><li>• You'll also deliver high-quality online event production, managing live streaming, breakout rooms, polling, and post-event wrap-ups. On event days, you'll ensure a seamless experience for participants across hybrid and digital formats, while liaising with suppliers and technology providers to uphold delivery excellence.</li></ul>
Digital Capability and Innovation	<ul style="list-style-type: none"><li>• In this role, you'll stay current with digital tools and platforms that enhance engagement and accessibility. You'll recommend and implement improvements to MAV's virtual delivery methods, ensuring interactive and inclusive experiences.</li><li>• Proficiency in platforms like Zoom, MS Teams, and CRM systems is essential, along with the ability to create user-friendly documentation and guides that support internal digital literacy.</li></ul>
Network and Relationship Management	<ul style="list-style-type: none"><li>• You'll help coordinate MAV's peer-learning networks and professional communities, fostering strong relationships and group engagement. This includes scheduling and supporting meetings, working groups, and other collaborative activities.</li><li>• Maintaining accurate contact records and participation data in the CRM will be key to ensuring effective communication and stakeholder management.</li></ul>
Communications and Promotion	<ul style="list-style-type: none"><li>• Working closely with the Communications Team, you'll contribute to the promotion of events and network activities across MAV's platforms.</li><li>• You'll assist in creating marketing materials such as EDMs, flyers, and agendas, and monitor registration trends to help boost engagement and reach.</li></ul>
Evaluation and Data Management	<ul style="list-style-type: none"><li>• You'll manage post-event feedback processes and support reporting efforts. Maintaining and updating CRM and registration platforms will be part of your routine, and you'll use insights from events and networks to inform continuous improvement and enhance service delivery.</li><li>• Flexibility and a hands-on approach will be key to your success in team activities and shared responsibilities.</li></ul>
Team Contribution and Organisational Alignment	<ul style="list-style-type: none"><li>• As a collaborative team member, you'll contribute to cross-program initiatives and support shared goals.</li><li>• You'll bring a service-oriented, inclusive mindset and actively participate in trials and new ideas that strengthen MAV's engagement and learning offerings.</li></ul>

# Your Personal Attributes

Key Competencies	<p><b>Innovator</b> – 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.</p> <p><b>Communicator</b> – 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.</p> <p><b>Change Agent</b> – 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.</p> <p><b>Team Player</b> - 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.</p>
Qualifications	<ul style="list-style-type: none"><li>• Relevant tertiary qualifications in Events Management, Marketing and Communications preferable or substantial experience in related field.</li></ul>
Experience	<ul style="list-style-type: none"><li>• Experience in coordinating end-to-end events (online and in-person), workshops or professional engagement activities.</li><li>• Experience in public sector, peak body or membership-based organisations</li><li>• An ability to research, analyse and provide clear written and verbal advice on end-to-end events planning, including speaker support, run sheets, venue liaison and scheduling.</li><li>• Demonstrated ability to engage, consult and interact with a broad range of internal and external stakeholders.</li></ul>

	<ul style="list-style-type: none"> <li>• Experience completing appropriate risk assessments and identifying risk mitigation required to support safe and successful events.</li> </ul>
Specialist skills and knowledge	<ul style="list-style-type: none"> <li>• Demonstrated skills in online event production, with working knowledge of virtual platforms (e.g. Zoom, Teams,) and webinar functionality</li> <li>• Strong organisational skills and attention to detail, with the ability to manage multiple tasks and deadlines</li> <li>• Excellent interpersonal and communication skills, including stakeholder support and member-facing experience</li> <li>• Proficiency in digital tools such as Mailchimp, MS Office, and CRM platforms</li> </ul>

## Your Key Responsibilities

Strategic	<ul style="list-style-type: none"> <li>• Contribute to the business planning and objective setting as part of the MAV's business planning activities.</li> <li>• Establish a strong professional networks with relevant local government stakeholders, agencies, bodies to support the delivery of the MAV's strategic plan and beneficial outcomes for the local government sector.</li> <li>• Apply understanding of the political, social and legal environment and organisational context of the MAV.</li> <li>• Build and leverage key political and stakeholder relationships to strategically advocate for the MAV, and the local government sector, in its dealing with key stakeholders, government agencies, the community and media.</li> </ul>
Corporate	<ul style="list-style-type: none"> <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 Sector Services and Engagement Unit, demonstrate commitment to an organisation culture that rewards innovation, continuous improvement and service excellence.</li> <li>• Work across the organization, demonstrating cross-unit cooperation and collaboration to achieve best value for money and high-quality outcomes for the community.</li> <li>• Demonstrate a community-first focus that encourages positive and proactive communication and interaction with all community members and stakeholders.</li> <li>• Represent the MAV at formal functions and events on all occasions ensuring a high and appropriate public profile.</li> </ul>



Unit	<ul style="list-style-type: none"> <li>• Live the MAV's values and management behaviors, at all times setting a strong example for the broader MAV Team.</li> <li>• As part of the Sector Services and Engagement Unit, contribute to an organisation culture that rewards innovation, continuous improvement and service excellence.</li> <li>• Work across the organisation to secure cross-unit cooperation and collaboration to achieve best value for money and high-quality outcomes for the community.</li> <li>• Build a community-first focus that encourages positive and proactive communication and interaction with all community members and stakeholders.</li> <li>• Represent the MAV at formal functions and events on all occasions ensuring a high and appropriate public profile.</li> </ul>
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## 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>
Driving	<ul style="list-style-type: none"><li>• Driving private/rented vehicle/s whilst 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 and Network Officer.

People & Capability – Internal Use Only

Position Number(s):

PD Current as at: August 2025