

Role Description

Events Advisor



Cluster	Transport
Agency	Sydney Trains
Division/Branch/Unit	People and Corporate Affairs Group Rail / Communications
Location	Burwood
Kind of Employment	Full Time
Classification/Grade/Band	RC06
Role Number	TBC
ANZSCO Code	225311
PCAT Code	3331492
Job Code	81000253
Health Assessment Category	Cat 4
Vision	N/A
Hearing	N/A – Cat 4 Only
Date of Approval	May 2018
Agency Website	www.transport.nsw.gov.au

Agency overview

Group Rail is made up of Sydney Trains and NSW TrainLink.

Sydney Trains and NSW TrainLink were established in July 2013 as part of the integrated Transport authority and focus on providing sustainable, efficient and cost effective services by putting the customer at the centre of everything they do to delivering safe, reliable and clean rail services.

Sydney Trains provides train services throughout the Sydney CBD with NSW TrainLink connecting people and communities throughout NSW and serves regional communities bringing together intercity and regional rail services and coach for the needs of customers travelling longer distances

Primary purpose of the role

The primary purpose of the role is to lead a team and provide end-to-end management, coordination and implementation of a range of corporate events to support the delivery of the communications and stakeholder engagement strategy.

The role develops a strategic and tactical approach to the delivery of events to ensure an efficient, effective program which reinforces the organisations brand, values, behaviours and corporate messaging.

Key accountabilities

- Live the NSW Public Sector and organisational values to achieve outstanding outcomes for the organisation and customers
- Lead the end-to-end management and execution of internal and external corporate events including staff recognition events, leadership forums, CE events and roadshows, celebratory and milestone events and ensure an integrated and aligned program of activities
- Work closely with the communications teams to coordinate events management activities and ensure delivery of consistent events
- Implement approaches to the delivery of events to ensure they are delivered on-time and within budget and that they reinforce the brand, values and vision (includes creating an annual event schedule, budgeting, post-event feedback and reporting)
- Develop and maintain relationships with internal and external suppliers and stakeholders to ensure quality, cost-effective and timely provision of goods and services to support the delivery of high-quality corporate events
- Manage operational and administrative functions to ensure all events are delivered efficiently
- Develop consistent and manageable events collateral such as invitations, agendas, run sheets and event briefs
- Coordinate with the relevant communications representatives and specialists to ensure all presentations are provided to venue and AV requirements.
- Support the Manager in implementing communications and brand strategies, communication activities and events as required
- Monitor and track awards and conference opportunities
- Manage, evaluate and provide recommendations after events for improvements, alignment or redesign
- Execute safety responsibilities, authorities and accountabilities consistent with the SMS requirements as defined in SMS document number SMS-02-RG-3058

Key challenges

- Working in a fast-paced changing environment, balancing multiple demands from stakeholders
- Prioritising and resourcing corporate events

Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none"> • Escalate issues, keep informed, advise and receive instructions • Provide regular updates on key projects, issues and priorities • Contribute to strategic planning, policy development and decision making
Events Team Centres of Excellence Teams	<ul style="list-style-type: none"> • Work cooperatively within the team, exchange information and assist other team members to achieve team objectives and work outcomes
Communications teams	<ul style="list-style-type: none"> • Co-ordinate events calendars to avoid event overload • Ensure strategic and effective use of the Chief Executive's presentations. • Provide recommendations and advice regarding suppliers

Who	Why
External	
TfNSW leadership, strategic partners and service providers and other Transport operating agencies, suppliers and providers	<ul style="list-style-type: none"> • Manage supplier relationships to meet the needs of the organisation and to ensure SLAs are met to the desired standard • Develop relationships with external companies/agencies to gather and share 'best practice' information to inform continuous improvement

Role dimensions

Decision making

The position is fully accountable for the formulation of advice and coordination across all operational objectives.

Independent decision making requirements of the position include:

- Event design and management
- Scheduling and planning of events

Collaborative decision making requirements of the position include:

- Event design
- Resource management (venues, caterers, suppliers, speakers etc)

Reporting line

This role reports to the Manager, Centres of Excellence Communications

Direct reports

This role will have 1 direct report.

Budget/Expenditure

The budget/expenditure allocation for this role will be confirmed.

Essential requirements

- Proven experience in managing a range of events for a large complex organisation.
- Experiencing managing and leading a team.
- Demonstrated experience in delivering a strategic approach to events, and implementing creative event solutions that achieve stated communication objectives and reinforce the organisations brand, goals and vision.
- Willing to work extended hours or outside of office hours.






Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	Manage and Develop People	Adept
	Inspire Direction and Purpose	Foundational
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	Intermediate

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Act with Integrity	Intermediate	Represent the organisation in an honest, ethical and professional way Support a culture of integrity and professionalism Understand and follow legislation, rules, policies, guidelines and codes of conduct Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct Recognise and report misconduct, illegal or inappropriate behaviour Report and manage apparent conflicts of interest
Relationships Communicate Effectively	Adept	Tailor communication to the audience Clearly explain complex concepts and arguments to individuals and groups Monitor own and others' non-verbal cues and adapt where necessary Create opportunities for others to be heard Actively listen to others and clarify own understanding Write fluently in a range of styles and formats
Results Deliver Results	Adept	Take responsibility for delivering on intended outcomes Make sure team/unit staff understand expected goals and acknowledge success Identify resource needs and ensure goals are achieved within budget and deadlines Identify changed priorities and ensure allocation of resources meets new business needs Ensure financial implications of changed priorities are explicit and budgeted for Use own expertise and seek others' expertise to achieve work outcomes
Results Plan and Prioritise	Adept	Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work Initiate, prioritise, consult on and develop team/unit goals, strategies and plans Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses Ensure current work plans and activities support and are consistent with organisational change initiatives Evaluate achievements and adjust future plans accordingly
Business Enablers Project Management	Adept	Prepare clear project proposals and define scope and goals in measurable terms Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Prepare accurate estimates of costs and resources required for more complex projects Communicate the project strategy and its expected benefits to

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<p>others</p> <p>Monitor the completion of project milestones against goals and initiate amendments where necessary</p> <p>Evaluate progress and identify improvements to inform future projects</p>
People Management Manage and Develop People	Adept	<p>Define and clearly communicate roles and responsibilities to achieve team/unit outcomes</p> <p>Negotiate clear performance standards and monitor progress</p> <p>Develop team/unit plans that take into account team capability, strengths and opportunities for development</p> <p>Provide regular constructive feedback to build on strengths and achieve results</p> <p>Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way</p> <p>Monitor and report on performance of team in line with established performance development frameworks</p>