

Industry Engagement and Sponsorship Officer

POSITION DESCRIPTION



Position Number:	3217
Department:	Office of the CEO
Section:	Advance Rockhampton
Unit:	Economic Development
Position Status:	Permanent Full Time
Classification:	Level 4 – Rockhampton Regional Council Certified Agreement 2022 – Internal Employees
Reports To:	Events Coordinator
Revised:	August 2022

General Position Statement

This position supports Council's direction by providing effective and efficient industry and community engagement and sponsorship attraction to Advance Rockhampton, in a professional, efficient and confidential manner ensuring the development of good working relationships with all staff and the public.

Performance standards and expectations relating to this position will be detailed in the individual performance plan.

Specific Responsibilities

The successful candidate must be able to fulfil the following position responsibilities.

- Develop and deliver business and community engagement and sponsorship attraction plans for nominated projects, events and/or units of Advance Rockhampton including Tourism, Events and Industry Development.
- Develop, implement, and monitor social media, engagement plans and media releases for community and industry stakeholders and major event related activities.
- Build and maintain collaborative relationships with key external stakeholders including local businesses and industry, industry groups, sponsors, third-party events and community groups.
- Ability to manage budgets and work towards meeting sponsorship and engagement targets.
- Develop and manage Council brands to ensure consistency, integrity and usability.
- Organise events to support internal and external communication, sponsorship and engagement objectives.
- Ability to liaise effectively and professionally with business and industry in and around community events and major events.
- Identify and review marketing opportunities to enhance Advance Rockhampton's strategies to achieve KPI's including major event sponsorship and engagement.
- Facilitate workshops and other public and business engagement activities when required.
- Project manage, plan and deliver sponsor related events.
- Build and maintain working relationships with internal and external stakeholders.

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- Consult and support external stakeholders to develop and deliver events and effective engagement for the region.
- Refer matters that may impact upon the business, Council and employees to the relevant Supervisor or Manager.
- Undertake other relevant duties as directed, consistent with skills, competence and training.

Position Requirements

Your suitability for this role will be assessed against the following competencies.

Skills/Competencies

- Demonstrated working knowledge of stakeholder engagement plans, sponsorship attraction and marketing concepts.
- Excellent interpersonal skills, negotiation skills and the ability to build and maintain relationships with a variety of stakeholders, including internal and external clients and community groups.
- Ability to develop a communication skillset which may include stakeholder engagement plans, sponsor engagement, content writing, media releases and social media engagement.
- Demonstrated ability to work in a dynamic environment under pressure and meet deadlines.
- Communicate Effectively – Ability to communicate with others verbally and in writing to meet requirements of the role across a varied environment.
- Teamwork and Collaboration – Ability to work together with others to achieve common goals both within immediate team and teams across Council.
- Time Management – Ability to plan and organise tasks/work to meet objectives of the role.
- Problem Solving – Ability to analyse problems by gathering information and develop a solution (in line with role responsibilities) or options and make a recommendation.
- Decision Making – Ability to use sound judgement to make the best decision based on information gathered and analysed within the boundaries of the role.
- Deliver Excellent Customer Service – Ability to meet customers' expectations around safety, time, cost and quality.
- Adaptable to change – Ability to adapt to changing work environments, technology, work priorities and organisational needs.
- Manage Resilience and Wellbeing – Commitment and the ability to participate in safety programs to support safety, health and wellbeing in the workplace
- Ability to effectively operate Council's computer systems including Ci Anywhere, ECM and the MS Office Suite.

Desirable Qualifications and Experience

- Degree qualification in Marketing/Communications/Business (or related discipline) and/or work experience in Marketing/Communications/Business Development or work experience in a sponsorship role.

Behaviours

- *Customer Service* – Ensure that you are focused on our customer/s when carrying out your responsibilities.

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- *Safety* – Carry out your duties in a safe manner whilst ensuring the safety of your team members and customers, in accordance with Council’s Health and Safety Duty Statements and associated safety policies / procedures.
- *Code of Conduct* – Ensure that your behaviour is aligned with the Code of Conduct.
- *Council Values* – Ensure that your behaviour is aligned with the values statement adopted by Council: *One Team, Accountable, Customer Focused, Continuous Improvement and People Development.*

Additional Requirements

- Ability to work in an office and outdoor environment.
- Ability to legally operate a motor vehicle under a “C” Class Licence.
- Ability to work with screen based equipment over long periods with prescribed rest breaks.
- Ability to set up public events, media briefings, public relations activities and field inspections.
- Ability to work outside of normal work hours and a willingness to be on-call for urgent media matters.
- Provision of a satisfactory Criminal History Check - Police Certificate (Australia Wide Name Only Police Check).

Delegations and Authorisations

Financial, Administrative and Corporate Delegations may be applicable to this position and are detailed in the Delegations Corporate Register.

Legislative Sub-Delegations and Authorisations may also be applicable to this position and are detailed in the external public registers. Both registers are available on Council’s Intranet.

Acknowledgement

This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

Authorised By:	Executive Manager Advance Rockhampton
Signature:	
Date:	
Employee Name:	
Employee Signature:	
Date:	