



Position Description

Position Title:	Member Events Coordinator
Position Status:	Permanent Part Time (0.6 EFT)
Reports to:	Chief Executive Officer*

Purpose of the Role

Optometry Victoria South Australia (OV/SA) delivers a comprehensive portfolio of clinical and non-clinical member events across metropolitan and regional Victoria and South Australia in line with the OV/SA Strategic Plan.

The Member Events Coordinator is a highly 'front facing' member of the Optometry Victoria South Australia (OV/SA) team. The Member Events Coordinator has carriage of the association's continuing professional development (CPD) member events and conferences.

Our flagship conference, O=MEGA, is held every two years and attracts approximately 1,000 optometrists, plus many other attendees from across the eye care and eye wear sector. O=MEGA is the largest optometry CPD event in the southern hemisphere. Recently we won the bid to host the 4th World Congress of Optometry which will be incorporated into our O=MEGA event in September 2021.

In addition to this we run a highly successful biennial conference in Adelaide. 'BlueSky' attracts around 300 optometrists from across the country and has a style all of its own.

Working Environment

The position is located in Carlton, Victoria. In collaboration with a wide range of eye care, medical and health care associations, Optometry Victoria South Australia promotes and develops the important role of optometry in providing primary eye care services throughout Victoria and South Australia.

Optometry Victoria South Australia is one of five members of the national federation Optometry Australia.

External Relationships

This position requires the development and effective maintenance of professional relationships with a variety of external stakeholders, most particularly members, but also OV/SA suppliers including optometric companies, event venues and conference centres, and Optometry Australia's other member state associations.

Major Accountabilities

1. OV/SA conferences

Act as the first point of contact for, or assume responsibility for:

- The conference education program (with assistance from the Education Consultant and the CPD Committee) including speaker recruitment, contracting, liaison etc.
- Venue liaison, relationship management and logistics.
- Across all events engaging and liaising with exhibitors and sponsors as needed (with the exception of O=MEGA).
- Working with external suppliers on conference communications, marketing and branding including the development and dissemination of all collateral for delegates, sponsors, exhibitors, media and venue.
- The conference attendee/delegate experience from registration through to CPD points allocation.
- (Through the CEO), conference financial performance.

2. Member events other than conferences

- As required act as a focal point for member clinical and non-clinical CPD events across both OV/SA territories.
- As required provide assistance with the development and delivery of member events for the Early Career Optometrists Victoria South Australia group.
- As required develop and deliver OV/SA student member events.
- Assist members participating in the OV/SA golf day.

3. Other

- Through the CEO deliver timely Board papers and reports on member events as required.
- Evaluate events and identify opportunities for improvement. Actively seek to implement improvements.
- Using the OV/SA member database maintain the event management program and registration data associated with CPD and non-CPD events.
- In collaboration with other OV/SA staff develop and maintain the OV/SA events calendar.
- Update the OV/SA website and promote events through OV/SA communications channels as required.

Specifications

For this broad and pivotal role, you must be an experienced events coordinator with a successful profile at a comparable level and experience in delivering a wide range of events from small dinners through to complex conferences. This position is ideally suited to an experienced not-for-profit and/or health sector events professional with a leadership overlay. Applications from corporate sector events coordinators with an appreciation of the complexities of operating in the not-for-profit sector would also be highly regarded.

The successful candidate will have the:

- ability to balance and prioritise competing operational interests;
- requisite personal skills such as relationship building, influencing and coaching;
- ability to set and achieve work goals independently;
- willingness to lead and contribute positively to a small effective team;

- requisite understanding of and personal commitment to work health and safety, equal opportunity requirements and principles, and
- flexibility to meet the needs of a small service organisation.

Authority to act

- Delegated responsibility for the CPD education programs, conference sponsor and exhibitor relationships (with the exception of O=MEGA), conference marketing, communications and branding, the conference attendee/delegate experience, venue relationship management and logistics, and conference financial performance including the authorising of invoices within delegations.
- Delegated responsibility for the design and delivery of the educative and logistical components of OV/SA events outside of conferences.
- Responsibility for contributing, as directed by the CEO, to organisational planning.

Qualifications and experience

- Mandatory – at least five years of demonstrable experience working with large scale events delivery;
- Mandatory – demonstrable experience in working with large scale member and events management database systems, communications platforms and social media such as Facebook and Twitter, website management and event apps
- Highly desirable – demonstrated experience in the development of smaller, boutique events;
- Highly desirable – demonstrable experience of working within a small team environment;
- Highly desirable – Microsoft office suite (in particular excel) and high level of computer literacy;
- Highly desirable – professional experience in report writing;
- Highly desirable – excellent time management and organisational skills, and
- Highly desirable – high level written and oral communication skills.

Essential key selection criteria

1. Excellent, demonstrable day to day working knowledge of the design and delivery of large events, including coordination of delegate matters; venue matters and trade show matters.
2. Proven experience in delivering small 'boutique' events with a high level of professionalism.
3. Proven experience in the use of event management databases, social media and web applications
4. Demonstrable high level communication skills (interpersonal, verbal and written) to prepare written reports and provide advice to stakeholders.
5. Demonstrable conceptual, analytical and problem solving skills to identify issues and propose innovative solutions.
6. Demonstrable ability to work independently, prioritise and manage work and resources effectively.
7. Demonstrable ability to maintain high standards of performance, accuracy, consistency and quality in work outputs.
8. Demonstrable ability to maintain high levels of professionalism, judgement and sensitivity, in an organisational setting.

Desirable key selection criteria

1. Understanding of the health sector – policy, practice and governance processes;
2. Understanding of the role of optometry in primary eye-care and the optometric sector.

Performance criteria

In addition to being measured against this Position Description, specific Key Performance Indicators (KPIs) have been developed, detailing quantifiable outcomes against which the successful candidate will be measured.

Hours of work

Up to 22.8 hours per week, worked flexibly between 8am-5pm Monday to Friday. Flexibility around when such hours are to be worked to be negotiated as a part of the recruitment process. Occasional evening and weekend work will be needed to meet service requirements.

Other conditions

- It is envisaged that the incumbent will commence in early March 2020 or sooner;
- A total remuneration package (circa \$85K, inclusive of superannuation, pro-rata at 0.6 EFT) will be negotiated with the successful incumbent commensurate with skills and experience;
- The position is subject to a six month probation period, and
- Any job offer will be conditional upon the provision of original documents confirming identity and qualifications as well as a successful police check.

To apply, candidates are asked to submit:

- 1. a cover letter;**
- 2. a resume (no longer than five pages), and**
- 3. a brief statement addressing each of the essential key selection criteria listed above.**

Applications are to be addressed to Pete Haydon, CEO, and submitted to m.andrews@optometry.org.au by close of business on Monday 20th January 2020. For any further information please contact Melanie Andrews on 03 9652 9100 or m.andrews@optometry.org.au

**The Member Events Coordinator currently reports to the CEO. However, it is possible that the overall organisational structure of Optometry Victoria South Australia may be adjusted in early 2020, with the Member Events Coordinator working as part of a Business Support and Operations Department.*