

## Position Description

---

<b>POSITION:</b>	<b>Manager, Events and Communications</b>
<b>LOCATION:</b>	Level 7, 222 Exhibition Street Melbourne VIC 3000
<b>EMPLOYMENT:</b>	Six-month contract with an intention to extend
<b>FTE:</b>	1.0FTE (38 hours per week)
<b>REPORTING TO:</b>	Chief Executive Officer
<b>CURRENT:</b>	July 2020

---

### COMPANY PROFILE

The Energy Efficiency Council is a not-for-profit membership association for businesses, universities, governments and NGOs. Founded in 2009, the Council's members are diverse, but are united by a common cause: building a sophisticated market for energy management products and services that delivers:

- Healthy, comfortable buildings;
- Productive, competitive businesses; and
- An affordable, reliable and sustainable energy system for Australia.

The Energy Efficiency Council's vision is to make Australia a global leader in smart energy management. To this end, the Council works with its members and partners to:

- Drive ambitious government policy by advocating for smart energy management policies and programs that deliver for all Australians;
- Support business decision making and growth with trusted, impartial information on energy so they have confidence making the right energy management investments; and
- Build the quality of energy management products and services by delivering training and professional development to energy management professionals across Australia.

Energy management encompasses a wide range of practices and technologies including energy efficiency, demand management or load shifting, and demand response. Smart energy management makes our buildings healthier and more comfortable, our businesses more productive, and our energy system more affordable.

As part of the Council's FY20-22 strategy, the organisation aims to:

- Increase member, partner and stakeholder engagement;
- Focus on thought leadership;
- Support business decision making with trusted, impartial information on energy;
- Increase time devoted to collaborating with partners on events; and
- Inform and activate a network of advocates to take forward key planks of Council policy.

## **JOB PURPOSE**

The purpose of this role is to lead the planning, coordination and effective delivery of the Council's:

- Events program, which ranges in size, duration and complexity from small member breakfasts to the annual National Energy Efficiency Conference, and are delivered as in-person and online events; and
- Engagement strategy as it relates to communications and social media activities, which support member, partner and stakeholder engagement.

The Manager, Events and Communications will be highly motivated, with a track record of demonstrating initiative, acting autonomously, and having a keen attention to detail. The Manager, Events and Communications will have excellent interpersonal, analytical, and oral and written communication skills, and a minimum of 4 years' experience in events and communications. Experience in energy, sustainability or equivalent industries an advantage.

Success in this role is demonstrated by the high-quality delivery of a portfolio of Council and partner events and communications that fulfils the following goals:

- Build the standard of energy management products and services, and the energy efficiency sector as a whole, through high quality events and communications;
- Maintain the Council's reputation through the high-quality delivery of programs and positive engagement with members, partners, sponsors and other stakeholders;
- Grow the revenue from the Events program;
- Deliver the budgeted net contribution; and
- Supports the Council's engagement strategy.

Success in this role will require:

- Ability to identify and respond to the risks and opportunities of an events and communications agenda in an uncertain environment;
- Deep engagement with members and key stakeholders;
- A willingness to be a strong team member;
- An ability to use initiative to solve problems and strong organisational skills, agility and resourcefulness.

The Council is seeking someone who is interested in, and engaged with, Australia's energy sector, and who possesses excellent organisation, interpersonal and communications skills. Experience in an industry association or member-based organisation will be considered favourably.

## KEY DUTIES

### Management of events;

- Transition of an established, in-person events program to a largely online format;
  - The impact of COVID-19 is a significant challenge to the delivery of the Council's established, largely in-person events program. The Council's response will require flexibility, agility and out-of-the box thinking in a dynamic and uncertain environment to ensure the successful transition of existing events to an online or hybrid platform.
  - Established program that will be delivered wholly or partially online in FY21 includes;
    - Partner Event with Reed Exhibitions: Energy Efficiency Expo (format to be determined);
    - Flagship event – annual National Energy Efficiency Conference and Awards;
    - Up to two National Energy Efficiency Forums (traditionally 120PAX - Melbourne and Sydney);
    - Up to two Executive Advisory dinners (40PAX – Melbourne and Sydney);
    - Up to four Leaders' Lunches (traditionally 25PAX - capital cities);
  - Recent additions to the program include:
    - First Fuel weekly podcast series;
    - Online National Summits.
  - Securing sponsorship that supports the delivery of the program and maximises revenue and net contribution from the Council's Events program.

### Management of communications;

- The delivery of the engagement strategy as it relates to communications and social media activities:
  - The development of regular newsletters, including:
    - Member-only: *weekly news roundup*; and
    - General/universal: monthly *efficiency insight* and *training and professional development snapshot*.
  - Ad hoc member alerts, media releases, and engagement emails;
  - The maintenance and delivery of the daily social media schedule (Twitter and LinkedIn), including sourcing content on the following themes:
    - Council content: Opportunities for engagement with Council policy, business engagement, events and training;
    - Member and stakeholder content: Updates from senior Council members, partners and stakeholders;
    - Thought leadership: Research, policy and advocacy updates from national and international energy management thought leaders;
    - Technology leadership: Innovative energy management technology updates from leading energy services companies; and
    - Business leadership: Best practice energy management by Australian and international businesses, and other energy users.

As the Council is a small organisation, all staff are also required to assist with other Council activities on an ad hoc basis.

## KEY RELATIONSHIPS

Direct reports: None

Reports to: Chief Executive Officer

Internal relationships: Head of Policy;  
General Manager;  
Senior Manager, Projects and Partnerships; and  
Other EEC staff.

External relationships: EEC membership;  
Event partners, sponsors and stakeholders; and  
Communications partners, sponsors and stakeholders.

## Key Selection Criteria

---

### ESSENTIAL SKILLS, EXPERIENCE AND BEHAVIOURAL COMPETENCIES

- Demonstrated experience managing a successful events program and achieving challenging revenue and net contribution targets;
- Demonstrated experience leading the planning and delivery of successful events, including securing sponsorships;
- Demonstrated experience in stakeholder management; ability to interact confidently with clients and colleagues and build on ongoing relationships;
- Experience of delivering multi-channel marketing and communications campaigns and the ability to use digital marketing tools;
- Excellent written and verbal communication skills, with sound copywriting and editing skills and a high level of attention to detail and accuracy;
- Excellent analytical and strategic thinking, with the ability to quickly analyse large amounts of information to produce succinct briefs and social media content;
- Demonstrated ability to analyse market information, to develop strategies and plans and operationalise them effectively;
- Experience of using administrative systems to maximise results (e.g. CMS, CRM systems);
- Excellent interpersonal skills and an ability to build relationships with participants at all levels of the Australian energy/sustainability industry;
- Extremely well organised, self-motivated and independent with an ability and the agility to prioritise tasks and respond to changing circumstances and priorities;
- The ability to create and effectively coordinate administrative processes that are effective, efficient and robust; and
- High competency in Microsoft Office suite with the ability to quickly learn new programs.

### DESIRABLE EXPERIENCE

- Working in a membership organisation, industry body or non-profit organisation;
- Working in local, state or federal government; and
- Working in the Australian energy sector.

### DESIRABLE EDUCATION

- Tertiary qualification in communications, public relations, policy, energy and/or environmental studies preferred.

### PERSONAL ATTRIBUTES

The interview process will also assess the following behavioural competencies. However, these do not need to be specifically addressed in the application:

- Well-presented and able to liaise with senior executives and external stakeholders;
- Ability to multi-task, to work on own initiative and to manage workload independently;
- Extremely well organised;
- Self-motivated and results driven, with integrity; and
- Adaptable and flexible in outlook.

### KEY EMPLOYMENT CONDITIONS

- Office based position in the CBD (currently working remotely under COVID-19 conditions);
- Five days per week (1.0FTE);
- \$80,000 per annum (including superannuation) for 1.0FTE (pro-rated for contracted fixed-term);
- Some out-of-hours work may be required; and
- Some interstate travel may be required.
- Preference is for a Melbourne-based candidate, however candidates from other cities will also be considered.

## APPENDIX: KEY ACCOUNTABILITIES

Accountability	Measurables / KPI
<p><b>Management of in-person, online and hybrid events;</b></p> <ul style="list-style-type: none"> <li>• Create and manage event budgets to achieve budgeted registration and sponsorship revenue and net contribution;</li> <li>• Create, manage, communicate and execute the critical path;</li> <li>• Work with the CEO to secure event sponsorship. Includes: <ul style="list-style-type: none"> <li>○ Development of a sponsorship prospectus; and</li> <li>○ Management of relationship with Event Partner/s.</li> </ul> </li> <li>• Manage the end-to-end event. Includes: <ul style="list-style-type: none"> <li>○ Event platform;</li> <li>○ Event registration;</li> <li>○ CPD;</li> <li>○ Sponsorship;</li> <li>○ Partnerships;</li> <li>○ Event program development;</li> <li>○ Professional conference organiser (PCO);</li> <li>○ Venue: catering and exhibition;</li> <li>○ Audio Visual (AV);</li> <li>○ Exhibitors;</li> <li>○ Speakers;</li> <li>○ Registrants;</li> <li>○ Runsheet;</li> <li>○ Attendee lists;</li> <li>○ Design and print materials;</li> <li>○ Judging Panel; and</li> <li>○ EEC exhibition stand <ul style="list-style-type: none"> <li>▪ Design, content and logistics; and</li> <li>▪ Schedule of staff and others to work the stand and other activities;</li> </ul> </li> </ul> </li> <li>• Appoint and manage the relationship with suppliers within the parameters of the Finance Policy.</li> <li>• Develop and manage the event communications plan. Includes: <ul style="list-style-type: none"> <li>○ Establishment of KPIs (partners, recipients, etc);</li> <li>○ Marketing materials (design &amp; content);</li> <li>○ Key partners; and</li> <li>○ Schedule and delivery.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Effective management of the event budget; <ul style="list-style-type: none"> <li>○ Achieved revenue targets; <ul style="list-style-type: none"> <li>▪ Sponsorship; and</li> <li>▪ Registrations.</li> </ul> </li> <li>○ Delivered net contribution.</li> </ul> </li> <li>• Clear and well managed critical path; <ul style="list-style-type: none"> <li>○ Effective delegation of tasks;</li> </ul> </li> <li>• Successful management of end to end event;</li> <li>• Suppliers appointed according to the parameters of the Finance Policy.</li> <li>• Effective execution of the Communications Plan;</li> <li>• Pre-arrival and on-site event management; <ul style="list-style-type: none"> <li>○ Successful management of logistics and communications.</li> </ul> </li> <li>• Post-event management; <ul style="list-style-type: none"> <li>○ Positive survey results from registrants, sponsors and exhibitors;</li> <li>○ New contacts are entered into CRM (Mement); and</li> <li>○ All accounts finalised.</li> </ul> </li> <li>• Report summarises achievements, noting areas for improvement.</li> </ul>

<ul style="list-style-type: none"> <li>• Pre-arrival and on-site event management (logistics and communications). Includes; <ul style="list-style-type: none"> <li>○ Runsheet;</li> <li>○ Suppliers;</li> <li>○ Attendees; speakers, sponsors, exhibitors and registrants;</li> <li>○ Name tags and seating plans;</li> <li>○ Staff; and</li> <li>○ Bump in and out.</li> </ul> </li> <li>• Post-event management. Includes; <ul style="list-style-type: none"> <li>○ Survey issued to registrants, sponsors and exhibitors;</li> <li>○ Manage the entry of new contacts into CRM (Memnet); and</li> <li>○ Finalisation of accounts.</li> </ul> </li> <li>• Review and report on event outcomes.</li> </ul>	
<p><b>Communications and social media activities</b></p> <ul style="list-style-type: none"> <li>• Manages the marketing and communication of the Council’s engagement activities, including webinars, podcasts and in person events;</li> <li>• Manages the development of regular newsletters, including: <ul style="list-style-type: none"> <li>○ Member-only: <ul style="list-style-type: none"> <li>▪ Weekly news roundup;</li> </ul> </li> <li>○ General/universal: <ul style="list-style-type: none"> <li>▪ Monthly <i>efficiency insight</i>, and</li> <li>▪ Monthly <i>training and professional development snapshot</i>.</li> </ul> </li> <li>○ Ad hoc member alerts, media releases, and engagement (training and events) emails.</li> </ul> </li> <li>• Manages the Council’s social media accounts, developing and posting regular content on: <ul style="list-style-type: none"> <li>○ Council content;</li> <li>○ Member and stakeholder content;</li> <li>○ Thought leadership;</li> <li>○ Technology leadership; and</li> <li>○ Business leadership.</li> </ul> </li> <li>• Posts a weekly discussion topic each Monday to the Council’s LinkedIn members group, moderating as necessary.</li> <li>• Engages with members, partners and stakeholders on social media threads.</li> <li>• Supports development of content for newsletters, EDMs and other communications.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing materials drafted with accuracy and timeliness, and to a high standard;</li> <li>• EDMs sent out as per the communications calendar.</li> <li>• A minimum of one (1) Twitter post per content theme – five in total – each weekday from the @EECouncil Twitter account, noting that the business leadership tweet will be a retweet from the @_energybriefing account.</li> <li>• A minimum of one (1) Twitter post per weekday regarding business leadership from the @_energybriefing Twitter account.</li> <li>• A minimum of one (1) LinkedIn post each weekday from the Energy Efficiency Council LinkedIn account.</li> <li>• One (1) post for discussion to the LinkedIn members group each week.</li> <li>• One (1) top reads email is sent each Friday at 7.30am.</li> <li>• One (1) <i>efficiency insight</i> email sent on the second Wednesday of each month at 7.30am</li> <li>• One (1) <i>training and professional development snapshot</i> email sent on the third Wednesday of each month at 7.30am</li> </ul>

<ul style="list-style-type: none"> <li>• Supports the Senior Manager, Projects and Partnerships with communications campaigns for business engagement activities; and</li> <li>• Keeps the website and other online media up-to-date for events and communications webpages, and elsewhere as required.</li> </ul>	
<p><b>Reporting and budgets</b></p> <ul style="list-style-type: none"> <li>• Report on program status as required;</li> <li>• Operate according to the guidelines of the Finance Policy;</li> <li>• Assist with the development of the divisional annual budget;</li> <li>• Manage the annual budgets to deliver the budgeted divisional net contribution.</li> </ul>	<ul style="list-style-type: none"> <li>• Timely and accurate report generation.</li> <li>• Demonstrate adherence to Finance Policy guidelines.</li> <li>• Achieve budget revenue growth goals within the decision-making authority of the role.</li> <li>• Achieve budget net contribution goals within the decision-making authority of the role.</li> </ul>
<p><b>Health and safety</b></p> <ul style="list-style-type: none"> <li>• Adhere to the guidelines of the HR Policy &amp; Procedures Manual;</li> <li>• Responsible for the health and safety of self and others;</li> <li>• Report all potential hazards immediately; and</li> <li>• Assist to investigate all health and safety issues raised and implement corrective actions;</li> </ul>	<ul style="list-style-type: none"> <li>• Proactive OHS approach.</li> </ul>