

## JOB DESCRIPTION – EVENT SPECIALIST



<b>Job ID:</b> <b>Job title:</b> <b>Job type:</b> <b>Award/agreement:</b> <b>Location:</b>  <b>Supervisor:</b> <b>Reports:</b>	<b>EVENT001</b> <b>Event Specialist</b>  Clerks Private Sector Award 2020 [MA000002] Harry Perkins Institute of Medical Research Nedlands and Murdoch <i>Event Production Manager [CDO005]</i> 0
---	---

### RELIEVING DUTIES

This role plays a key part in all events and so there will be occasions where they will be required to work collaboratively with the events team and share tasks. Although, there are no relieving duties this role needs to remain flexible in the support they offer.

### ACCESS AND SECURITY

- *Building RFID card with photo ID*
- *IT Systems and Office 365*

### POSITION SCOPE

The Event Specialist will provide dedicated support to participants of the Perkins' major events including the MACA Cancer 200 ride, the Walk for Women's Cancer Walk, and others. The support carries exceptional service, efficiency through a number of platforms and channels. The key responsibility of this role is to increase participants' engagement and fundraising.

The Event Specialist will work on the Walk for Women's Cancer from November to May where you will be responsible for the stewardship and engagement of participants. You will then transition to the Ride where you will support the wider events team in a similar capacity from May until November

The purpose of the role is to ensure that participants achieve their training and fundraising goals, have a memorable, positive experience so that they return the following year.

The Events Specialist is responsible for managing the Walk for Women's Cancer fundraising journeys. You are the friendly face of the Walk. You host weekend training walks in the lead up to the event, attend or support fundraising events prior to the walk and use your strong communication skills to anticipate and respond to participants needs and queries.

In addition to supporting currently registered participants, the role will include the conversion of warm leads (including past participants) to register.

<b>Competencies</b> ( <i>skills, knowledge and abilities</i> )	<b>Behaviours</b> ( <i>conducts themselves</i> )	<b>Goals</b>
Ability to drive positive outcomes	Customer centric	Responsible for quality of own work, subject to routine audit and inspection

## JOB DESCRIPTION – EVENT SPECIALIST

<b>Competencies</b> <i>(skills, knowledge and abilities)</i>	<b>Behaviours</b> <i>(conducts themselves)</i>	<b>Goals</b>
Communication & interpersonal skills	Exceptional communicator who thrives on working with people	Plans own work in consultation with Event Production and Fundraising Teams.
Organisational and planning skills	Multitasker who loves to plan	Able to adhere to Standard Operating Procedures (SOPs), guidelines and other protocols.
Experience in customer service teams	Adaptable and team player	Sound attention to detail and ability to maintain basic records.

### Primary duties and responsibilities:

1. Provide dedicated fundraising support to ensure registered participants reach and exceed their fundraising targets.
2. Provide other event information and tools, and answer and address phone, digital and online queries.
3. Be the face of the Walk. This includes hosting or attending events in the lead up to the Walk and being the MC on the day of the Walk.
4. Identify and steward ambassadors for the events
5. Source incentives and prizes as required.
6. Connect participants with the cause/Perkins.
7. Oversee the growth, cultivation and stewardship of meaningful and lasting relationships with Perkins' Ride and Walk event supporters.
8. Progress the feedback and enquiries from participants throughout the broader Perkins team as required.
9. Manage and update databases as required.
10. Manage all fundraising and event support calls to registered participants to ensure they have the fundraising tips, tools and strategies to exceed their fundraising targets.
11. Call warm leads/past participants to convert them to registered participants of the event.
12. Answer all inbound calls and address enquiries and issues accordingly.
13. Contribute to the fundraising and marketing strategies for the Perkins major events, specifically with a focus on representing the feedback of the participants.
14. Keep accurate records of all inbound and outbound calls in the CRM.
15. Generate reports within Salesforce CRM to determine call priorities.
16. Assist participants with booking or organising fundraising events and activities.
17. Manage large amounts of calls in a timely manner.
18. Inspire new supporters to raise money while maintaining and developing relationships with existing supporters.

## JOB DESCRIPTION – EVENT SPECIALIST



19. Host a series of training walks on Saturdays in weeks leading up to the Walk for Women's Cancer.
20. Represent Perkins at functions where appropriate which will include some evening and weekend work.
21. Represent Perkins at the Institute's major events.
22. Attend participants' fundraising events where appropriate.
23. Other duties as required.

### Essential skills

- Highly developed organisational/planning skills and the ability to set priorities and meet deadlines.
- Demonstrated and confident outbound phone skills with emphasis on stewardship and influencing.
- Highly developed interpersonal skills with the ability to interact effectively with all staff, donors and sponsors
- Proven capacity to manage a diverse range of priorities simultaneously.
- Highly developed verbal and written communication skills.
- Demonstrated ability to work collaboratively with a team and autonomously.
- Demonstrated problem-solving skills.
- Ability to liaise with a wide range of internal and external stakeholders
- Flexible approach to duties along with the ability to work under pressure.
- Highly developed attention to detail.
- Commitment to providing client service of a high standard.
- Customer focus and adaptability to different personality types.
- Proficient in Office 365
- User of social media platforms

### Desirable skills

- Experience in a Not for Profit or charity organisation
- Familiarity with CRM systems and practices – specifically Salesforce

### Eligibility

- Australian Citizen or eligible to lawfully work in Australia.
- Current National Police Clearance (within the last 3 months).

### Qualifications

- No specific qualification or certification required

## COMPLIANCE

### Perkins Values

All staff members are to adhere to the Perkins Values <https://www.perkins.org.au/about-us/vision/>

## JOB DESCRIPTION – EVENT SPECIALIST

### Workplace Health and Safety

All supervising staff are required to undertake effective measures to ensure compliance with the *Work Health and Safety Act 2020 (WA)* and related Perkins requirements.

All staff must comply with requirements of the *Work Health and Safety Act* and all reasonable directives given in relation to health and safety at work, to ensure compliance with Perkins and Legislative health and safety requirements.

Details of the safety obligations can be accessed at [intranet.perkins.org.au/policies/human-resources-policies/](https://intranet.perkins.org.au/policies/human-resources-policies/) (Only available to Perkins staff).

### Equity and Diversity

All staff members are required to comply with the Perkins' Code of Conduct and Equity and Diversity principles. Details of the Perkins policies on these can be accessed at [intranet.perkins.org.au/policies/human-resources-policies](https://intranet.perkins.org.au/policies/human-resources-policies/) (Only available to Perkins staff).

### Document Control Sheet

Version Control	Documented Change	Date/Time	Authority
V 1.0	Initial Document Tabled	06/7/2022	Tabled by Paul Harrison
V 1.0	Amended and added competencies	29/10/22	Lisa King