



POSITION DESCRIPTION

Directorate: Chief Minister, Treasury and Economic Development Directorate

Division: Economic Development

Business Unit: Events ACT

Position Title: Senior Director, Event Development

Position Number: P63403

Classification: SOG A

Location: Canberra

Last Reviewed: November 2025

DIRECTORATE OVERVIEW

The Chief Minister, Treasury and Economic Development Directorate leads the public sector and works collaboratively both within government and with the community to achieve positive outcomes.

As a central agency, CMTEDD provides strategic advice and support to the Chief Minister, the Directorate's Ministers and the Cabinet on policy, economic and financial matters, service delivery, whole of government issues and intergovernmental relations.

The Directorate facilitates the implementation of government priorities, drives initiatives and leads the strategic direction for the ACT Public Service, to ensure that it is well positioned to perform its role.

DIVISION OVERVIEW

Economic Development's mission is to improve the liveability and productivity of the city. Working in collaboration with business, education institutions and industry partners, we:

- Develop and grow emerging enterprises, entrepreneurs and sectors to expand our economic base, provide local jobs and grow our export capability.
- Promote Canberra to the region, the nation and the world to attract visitation, business investment and students.
- Nurture grass roots sports and elite athletes and mould our reputation as a centre of regional sporting excellence.
- Produce major events for our city and manage significant arts, sports and event infrastructure.
- Grow our arts ecology so that it is valued locally, nationally and globally as one that underpins our city's liveability.
- Provide higher and vocational education accessible to all to increase skills of workers, provide better employment outcomes for business and identify future training requirements to develop the ACT economy.

BUSINESS UNIT OVERVIEW

Events ACT is recognised as the lead agency for the development and delivery of events in Canberra, and is responsible for:

- Planning, marketing and delivering a suite of community and major events for the city which provide strategic economic, community and social benefits.
- Contributing to the development of the ACT's events and festivals sector, including the management of funding opportunities and strategic planning support.

More specifically, the Event Development team within Events ACT is responsible for:

- Management of grant support provided under the ACT Event Fund and Major Event Fund.
- Provision of strategic planning support and development opportunities for the local events sector.
- Leading the delivery of a research and evaluation program for Events ACT's event portfolio.
- Providing a leading role on event-related matters to the ACT Government and to the festivals and events sector, including key advice and support for new major event opportunities and event attraction.

The position also oversees the Marketing team within Events ACT, who are responsible for:

- Development and execution of fully integrated marketing, communications and PR campaigns across a suite of community and major events delivered by Events ACT.
- Supporting and enhancing campaigns of third-party delivered community and major events, and the general promotion of a broad range of events in Canberra.

The ACT Public Service (ACTPS) is a values-based organisation where all employees are expected to embody the prescribed core values of respect, integrity, collaboration and innovation, as well as demonstrate the related signature behaviours. The Events ACT team has also developed its own set of values, as outlined below.

Events ACT Values:

Growth happens a little bit, every day, over time, with help.

We are always looking for ways to improve – to evolve our events; to give our attendees new experiences; to ensure our industry thrives; to better ourselves. We work best and grow as a team when we help each other and ask for help.

- We are supported to test and try new things.
- We encourage individualised learning.
- We feel heard and valued.

Our business is engagement, so we bring the fun!

Our work is complex and serious, but it is also colourful and full of life. We are intentional about creating joy in our demanding day-to-day roles because our enjoyment seeps into the work that we do and is felt by our community, partners and attendees.

- Divergent and daring thinkers thrive here.
- Work-life balance is key to our energy and sustainability.
- We celebrate our work and people genuinely and regularly.

We make memorable experiences happen on time, all year round.

We're ambitious and we strive for best practice. We're also realists who get the job done.

- We act for the greater good of our community.
- We succeed and solve problems together.
- We take pride in the work we do.

As connection creators, we start with clarity and trust.

We design, support and promote events for people to share and for audiences to take in. We bring these same qualities into our everyday interactions – imparting knowledge, paying attention and respecting each other.

- We are honest and credible.
- We share freely because we know the team has our back.
- We make time for each other.

POSITION OVERVIEW

This position is responsible for leading the management and delivery of the event development functions within Events ACT.

This includes leading the management and delivery of the annual *ACT Event Fund* grant round, the Major Event Fund, event sector development initiatives, marketing, research and evaluation for Events ACT's event portfolio, strategy development, and high-level advice and input to support major event bids and other event attraction activities.

A strong understanding of and experience in the events sector or a related industry is required to undertake this role.

WHAT YOU WILL DO

Reporting to the Executive Branch Manager of Events ACT, and operating with a high degree of independence, the position is required to:

- Provide Strategic leadership and hold accountability for the Event Development and Marketing teams, fostering a people-focused culture aligned with the Events ACT and ACTPS Values.
- Oversee high-level planning and governance of Events ACT's Event Development and Marketing activities, ensuring effective budget management, resource allocation and delivery of priority programs, projects and initiatives.
- Lead the coordination and development of key strategic planning projects, including the development and implementation of key initiatives that support the ACT Government's major events agenda.
- Lead the management and ongoing implementation of the *ACT Event Fund*, *Major Event Fund*, and associated funding agreements, ensuring transparent processes, strategic alignment, and effective stakeholder engagement.

- Oversee the development and execution of integrated marketing and communication strategies, ensuring campaigns are impactful, audience-focused, and aligned with broader government objectives.
- Provide high-level strategic analysis and advice to the ACT Government on major event proposals, bid processes and event attraction initiatives, identifying innovative approaches to enhance the ACT’s event portfolio.
- Prepare and review complex briefs, submissions, correspondence and policy advice, respond to significant issues on matters relevant to the events sector, ensuring quality, clarity, and alignment with CMTEED standards and government priorities
- Establish and maintain influential relationships with key stakeholders, government agencies, external partners and clients to support strategic objectives and strengthen inter-agency collaboration.
- Utilise a thorough knowledge and understanding of legislation, policies and procedures associated with key events and venues in the ACT to inform decision-making.
- Contribute to broader organisational initiatives and cross-functional projects that support Events ACT’s strategic goals and operational excellence.
- This position involves direct supervision of two team leaders with oversight of a broader team comprising 8 staff.

WHAT YOU REQUIRE

The following capabilities are required to perform the duties and responsibilities of the position and will form the basis of the selection criteria for recruitment.

Professional / Technical Skills and Knowledge

1. Demonstrated executive-level leadership and management capability with the proven ability to foster innovation, collaboration, and strategic partnerships across government, industry, and community stakeholders to deliver high-impact outcomes in the events sector.
2. Extensive experience, or demonstrably transferable expertise, in the strategic planning, development, marketing and oversight of events; including management of funding programs and related event sector support initiatives within a government or similarly complex policy and stakeholder environment.
3. Highly developed research, analytical and strategic advisory skills, with a strong understanding of government processes, relevant legislation and best practices relating to the event sector. This should include the capability to convey complex information clearly and persuasively through high-level written and verbal communication, including strategic documents and briefings for senior stakeholders.

Behavioural Capabilities

4. Exceptional communication and negotiation skills, with the ability to represent the organisation at senior forums, influence policy outcomes, and articulate complex ideas to diverse audiences including government, industry, and community leaders
5. Proven ability to lead with vision and purpose, guiding diverse teams through complex challenges while fostering a supportive, inclusive, high-performing, and values-driven

culture.

6. Demonstrated ability to lead confidently in dynamic and high-pressure environments, adapting to changing circumstances while maintaining focus on outcomes. Strong demonstrated composure and resilience in fast-paced, changing environments, with the ability to lead teams through shifting priorities with clarity and confidence whilst fostering a culture of psychosocial safety, adaptability, continuous learning, and improvement.

Compliance Requirements / Qualifications

1. Relevant experience or relevant qualifications in event management or a related industry highly regarded.
2. This position does not require a pre-employment medical.
3. This position may require a Working with Vulnerable People Check.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role and indicates how frequently each of these requirements would be performed. Please note that ACTPS is committed to providing reasonable adjustment and ensuring all individuals have equal opportunities in the workplace.

ADMINISTRATIVE	FREQUENCY
Telephone use	Frequently
General computer use	Frequently
Extensive keying/data entry	Occasionally
Graphical/analytical based	Frequently
Sitting at a desk	Frequently

Standing for long periods	Occasionally
Designated workstation	Never

STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Frequently
Fixed or specified start/finish times	Occasionally
Expected to work extensive hours over a significant period due to the nature of the duties	Never
Access to Accrued Days Off (ADO's)	Never
Peaks and troughs	Frequently
Frequent overtime	Occasionally
Rostered shift work	Occasionally

SOCIAL DEMANDS	FREQUENCY
Work with others towards shared goals in a team environment	Frequently
Work in isolation from other staff (remote supervision)	Occasionally
Working in a call centre environment	Never
Working directly with the public	Frequently

PHYSICAL DEMANDS	FREQUENCY
Distance walking (large buildings or inter-building transit)	Occasionally
Working outdoors	Occasionally

MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Occasionally
Lifting 5 – 10kg	Occasionally
Lifting 10kg+	Occasionally
Climbing	Never
Reaching	Occasionally
Bending/squatting	Occasionally

Push/pull	Occasionally
Sequential repetitive movements in a short amount of time	Never

TRAVEL	FREQUENCY
Frequent travel – multiple work sites	Occasionally
Frequent travel – driving	Occasionally
Frequent travel – interstate	Occasionally

SPECIFIC HAZARDS	FREQUENCY
Working at heights	Never
Exposure to extreme temperatures	Never
Operation of heavy machinery e.g. forklift	Never
Confined spaces	Never
Excessive noise	Never
Low lighting	Occasionally

Handling of dangerous goods/equipment	Never
Working with asbestos	Never
Potential to encounter agitated customers	Occasionally
Exposure to potentially distressing case material	Never

OTHER	FREQUENCY
Uniform required	Occasionally