

Position Description



Position: Conference Manager

Contract Position Available – Initially 4 months, may be extended

Reports to: Managing Director

Position Objective: To coordinate the various elements of a conference or major event, including the management of human resources and stakeholder groups

Location: This position will preferably be based in the Hobart office, 227 Collins Street Hobart, alternatively remotely

Introduction:

The conference management industry is a dynamic and vibrant one. The team at Leishman Associates is growing and we are looking for people who have a commitment to delivering a great product for our clients, representing the company at the highest possible standard, someone who takes pride in their work, is a willing team member and is prepared to give 110%. The successful applicant will need to be able to manage several projects at once, and be focused on ensuring ultimate success. It is envisaged that the applicant will have the responsibilities of managing 4 to 6 conferences per year, in a team-based environment.

This industry is not for the feint-hearted. If you take pride in doing a great job and being creative, are extremely thorough and enjoy a challenge, then this is the industry for you.

It is suggested that potential applicants access the Leishman Associates corporate website on www.leishman-associates.com.au for further information about the company

Key Roles and Responsibilities (may include, but are not limited to):

The overall successful delivery of conferences managed under the Leishman banner.

To achieve this, you will be required to:

- Management of the client relationship; including set up and delivery of relevant conferences, setting and negotiating deadlines / critical path, strategic plans and guiding the client committee in an efficient and effective direction.
- Meet the KPI's set for the conference
- Management of all relevant deadlines in accordance to the project.

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- Create and subsequently manage the conference budget (which may range from \$100K to \$1M), including approval of invoices for client sign off and managing both income and expenditure in accordance with clients' and Leishman Associates' financial expectations and in conjunction with the conference administrator and Business & Finance Manager.
- Ensure that the conference is delivered on time and on budget.
- Create and deliver a marketing program relevant to the particular client industry.
- Construct and provide a brief to the graphic artist to assist in the design of a creative campaign that incorporates the client's vision, and monitor the delivery of this creative campaign.
- Communicate the above creative to the website manager for translating into that medium. Subsequently manage the provision of relevant information.
- In conjunction with the Sponsorship & Exhibition Coordinator prepare and create sponsorship and exhibition documents.
- In conjunction with the Sponsorship & Exhibition team research relevant target markets and list of relevant organisations in conjunction with Organising Committee. Oversee the procurement of sponsorship and exhibition support in line with client expectations, through email, telephone and ensure that the sponsorship benefits are delivered accordingly.
- Coordinate the delivery of services to event completion, including venue, audio visual provider, food and beverage, transport, merchandise and accommodation requirements etc.
- Manage the timely and accurate delivery of services from the various suppliers, including the management of relevant contracts.
- Coordinate a suitable conference social program in line with the client's vision and the conference budget. Liaise and negotiate with venue, entertainment, logistics suppliers etc.
- Undertaking regular reporting functions to the client, including update of financial position, delegate levels, marketing outcomes etc (this would be done in conjunction with the conference support team)
- In conjunction with the conference administrator, manage accommodation room blocks in line with contractual obligations.
- Analyse and address any risks associated with the conference and related events. Obtain insurance quotes as relevant.
- Prepare text and coordinate creation of all conference print collateral and web based materials including Call for Papers, Early Announcement, Registration Brochure, Conference Handbook and Pocket Program as necessary. Edit and approve same prior to printing.
- Instruct, oversee and guide the Conference Administrators in the delivery of their position tasks and responsibilities relevant to the event.
- Ensure that the above requirements are delivered to the Leishman Associates standard.

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Performance Measures:

We know you will want to achieve the world and progress in our team so here's how we will measure your success

- Set financial and social KPI's met
- The conference is delivered on time and on budget, with all pre-conference deadlines met
- The conference is delivered in accordance to client expectations
- Financial outcomes for the event are in line with client expectations
- Meet and exceed delegate numbers and exhibition/ sponsorship targets relating to Leishman goals. Targets will be set by the Managing Director in line with contractual obligations.
- Accurate end of conference reporting is in place and communicated to the client on a regular basis

Required Attributes/Selection Criteria:

Completion of Year 12, with relevant University degree an advantage. Alternatively at least four years experience in a similar role. Applicants should provide recent conferences managed within the Association sector; together with references and outcomes, i.e. delegate numbers, sponsorship raised.

Knowledge and Experience:

Subject to some training, a capacity to quickly gain knowledge of standard techniques and procedures within a conference and event management environment. **Skills and**

Skills and Competence:

- Solid Event Management skills
- High knowledge and understanding of Events Air
- An understanding of marketing principles and project management concepts
- Excellent time management skills to achieve outputs and defined tasks
- Excellent written and oral communication skills
- High level of expertise in all computer programs within a Microsoft Office environment and processing techniques, including strong typing / administration abilities
- An ability to exercise judgment and discretion
- A commitment to delivery of excellent client service
- A commitment to positively represent the organisation to clients

Personal Attributes and Abilities:

- A committed attitude to 'getting the job done and exceeding the client's expectations'

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- An ability to work in a deadline driven and constantly changing environment
- An ability to manage a minimum of four conferences annually, therefore being extremely task-driven and self managed
- An ability to work within a small but dynamic team
- An ability to work flexible and sometimes long hours, particularly around the delivery of the actual project
- An ability to produce a quality product or outcome, and gaining self satisfaction from seeing the project come to fruition. (Standard lead time for a project is between 12 months to 2 years)
- A willingness to travel intra and interstate, and be away from home for up to a week at a time
- Ensure that company conduct and dress standards are met

Organisational Relationships:

Internal

The Conference Manager will work in conjunction with the conference support team which includes the Conference Administrator, Sponsorship/Exhibition manager, Conference Administrator, Finance and IT teams.

Close liaison with the Managing Director will occur on a regular basis.

External

Clients, suppliers, conference delegates and members of the general public.

Application:

Applications for this position close on **18th March 2020**.

It is expected that the applicant will begin work at the earliest convenience.

Salary will be commensurate with industry standards and experience.

