



POSITION DESCRIPTION

Position title:	Verge Festival Creative Director
Department:	Student Programs
Reporting to:	Programs Manager
Supervises:	Volunteers
Employment Type:	Casual
Classification:	Level 2 University of Sydney Union Industrial Agreement 2001
Conditions:	Up to 15 hours per week; May include some weekends and nights as dictated by business requirements

Purpose

The Verge Festival Director a casual role that ensures the student perspective is included in the theming, planning, management and promotion of the Verge Festival. In this role you will learn about working as part of a team and about managing the expectations of a variety of different but important stakeholders. Most importantly you gain invaluable event management experience through the mentoring you will receive from the entire Verge team of event, entertainment and marketing professionals that you will be able to take into your future.

The USU Verge Festival ("Festival") is the cultural pinnacle of the University Calendar. The USU Verge Festival ("Festival") recognises and encourages creativity within the university community, creates a welcoming space for art and culture at this university and fostering cultural innovation.

The Festival will have a diverse program and involve individuals and groups from all areas of the university community.

POSITION ACCOUNTABILITY STATEMENTS (PAS)		
Key Result Areas	Key Tasks	Key Performance Indicators
Co-ordination of campus events	<p>Participating as a member of the Verge Steering Committee to plan and coordinate the events and activities that will theme and structure Verge</p> <p>Liaising with relevant stakeholders (such as Clubs and Societies, Verge Gallery, SCASS President, members, USU employees and University staff) to ensure that the Verge program of events engages with students to provide the best student experience</p>	<p>Stakeholder involvement and satisfaction</p> <p>Increased participation</p> <p>Professionally run, safe events that meet the needs and desires of respective groups and communities on campus</p> <p>All work conducted within</p>

	<p>Creating and reviewing event runsheets for the festival</p> <p>Liaising with Clubs & Societies to organise events and activities during the Verge Festival</p> <p>Taking general and specific enquiries regarding the activities and events in the Verge Festival, and respond in an efficient, timely and professional manner</p> <p>Liaising with external stakeholders such as caterers, venues, audio/visual, function hire services and University Departments to ensure effective resourcing for events.</p> <p>Liaising with the Programs Manager, work within allocated budget</p> <p>Maintaining excellent and transparent records of all planning, decisions, budget, meetings and programming</p> <p>Ensuring event service invoices are accurate</p>	<p>budgets</p> <p>Wide range of clubs and societies events held during Verge to showcase the diversity of the C&S program</p> <p>Positive/constructive/useful feedback; demonstrable growth in skills; responsiveness to metrics</p> <p>Post event reports completed within two weeks of each event; make recommendations to continuously improve events</p>
Marketing	<p>Liaising with the Marketing Department to develop an appropriate theme for the Verge Festival</p> <p>Assisting in the coordination and execution of marketing plans for all programmed events</p> <p>Liaising with the Marketing Department to ensure that all appropriate marketing channels/opportunities are used.</p> <p>Developing design briefs and concepts for marketing collateral</p> <p>Writing content for social media posts to build excitement about the events and increase social media sharing and engagement</p> <p>Liaising with the Sponsorship and Advertising Manager to ensure that the needs of corporate partners are met</p>	<p>Marketing deadlines met. All marketing collateral delivered on time</p> <p>Appropriate use of and adherence to all USU and marketing policies and procedures</p> <p>Comprehensive design briefs and collateral developed</p> <p>Increase in social media posts, engagement metrics and "sharing"</p>

<p>Development of unique programs that meet the different needs of the student body</p>	<p>Working with existing stakeholder groups to promote diversity and inclusiveness in student engagement programs</p> <p>Proactively engagement and consultation with community groups both on and off campus to help shape the program of events</p>	<p>A wide diversity of students engaged in the programs/events</p> <p>Positive feedback and measurable growth in participation</p>
<p>Volunteer Management</p>	<p>Providing meaningful opportunities for members of the V Team. This involves consulting with the Volunteers Coordinator to brief them on events and developing relevant and enticing roles for student volunteers</p> <p>Ensuring that positions are seen by students as a great opportunity to work in a dynamic environment</p> <p>Providing the Volunteers Coordinator with role descriptions for available volunteer roles</p>	<p>Positive feedback from students</p>
<p>Work Health & Safety (WHS) Leadership</p>	<p>Ensuring all work is conducted in a safe manner</p> <p>Ensuring all WHS policies, procedures and instructions are complied with</p> <p>Ensuring all incidents and hazards are reported immediately to Manager and Human Resources Department</p> <p>Ensuring all the correct usage and maintenance of safety devices and personal protective equipment</p>	<p>All incidents and hazards reported immediately</p> <p>All WHS instructions, policies and procedures complied with</p> <p>Incidents are investigated and appropriate documentation is immediately forwarded to Human Resources</p>
<p>Demonstrate commitment to the department and USU as a whole</p>	<p>Showing a willingness to assist others – both within own department and in other areas</p> <p>Forthcoming with ideas</p> <p>Interacting well with the team.</p> <p>Performing other reasonable duties as requested by Supervisor</p> <p>Interacting with team and other stakeholders in a professional, respectful, polite and courteous manner</p>	<p>Responsive to requests</p> <p>Willing to assist in times when the area is short staffed</p> <p>Attends and interacts constructively at meetings</p> <p>Takes an interest in the challenges faced and contributes ideas/ suggestions to make improvements</p> <p>All interactions are professional, respectful, polite and courteous</p>

Essential Criteria

- Experience in event planning
- High level of written and verbal communication skills
- Ability to prioritise, multi-task and meet overlapping deadlines
- Ability to work both independently and as an effective, committed and enthusiastic team member
- Ability to use basic budgeting principles to develop and/or maintain program budgets
- Organisational and time management skills
- Intercultural proficiency - demonstrated understanding of the campus climate as it relates to cultural identities that include race, ethnicity, country of origin, age, religion, gender identity, sexual orientation, physical ability, and socio-economic status
- High level of attention to detail in all aspects of work
- Proficient in the use of Windows operating systems
- Proficient in the use of Microsoft programs including Word, Excel, Outlook
- Ability to determine appropriate usage of social networks, blogs, wikis, and emerging communication technologies to market events and programs
- Ability to work flexible hours as occasional evening work may be required

Desirable Criteria

- Currently studying for Bachelor's degree or higher
- Current USU ACCESS member
- Experience developing and reviewing event runsheets
- Experience acting as first point of contact for suppliers at events or functions
- Understanding of and involvement in the USU Clubs and Societies program
- Volunteering experience (ideally with USU)
- Student or youth event program development experience
- Understanding and experience of student organisations in a university environment
- Current provisional or above NSW drivers licence
- Experience in staff/volunteer supervision
- Knowledge of WHS issues relevant to work activities and work area

Physical Requirements

Required frequently: sitting

Required occasionally: standing, walking, bending, reaching, lifting above shoulder height, lifting up to 15 kilograms

Compiled by: Programs Manager Date: March 2017

Authorised by: HR Business Partner Date: March 2017

Current Employee Signature: _____ Date: _____