

Position Description

Strategic Events Lead (POS1020)

Directorate	Community and Lifestyle
Department	Cultural Venues and Events
Reports to	Manager Cultural Venues and Events
Number of Direct Reports	7 Full Time, 10-15 Casual
Position Grade	Grade 18 35 hours week 7-day bandwidth
Employment Type	Permanent Full-time
Primary Location	Liverpool Powerhouse
Date Approved	June 2026

Our Culture

We believe in the future of Liverpool and that our future is best described in the Community Strategic Plan (CSP).

We're a connected team with a shared purpose, determined to get the best results on the things that matter most for our community and people. We live our culture with a mindset of "A better way – every day."

**WORKING
TOGETHER**



**COMMUNITY
FOCUS**



ACCOUNTABILITY



**GROWTH &
DEVELOPMENT**



INNOVATION



Intent and Primary Purpose of the Position/s

The Strategic Events Lead plays an integral role in the delivery of events across Liverpool City Council (LCC) and the Cultural Venues and Events. It is responsible for the coordination and management of the operational, financial and workforce needs to ensure that events are delivered successfully, cost-effectively and in a timely fashion. This role will oversee and control all aspects relating to the delivery of events which includes strategic oversight, operational direction, innovation and planning to meet the dynamic needs of key stakeholders across Major Events and Liverpool Powerhouse.

Working within a Local Government framework, the Strategic Events Lead will lead a diverse team of events staff by building capabilities, providing guidance and support to ensure that all functions required to deliver the overall LCC events are met. The Strategic Events Lead will build a deep understanding of the nature of Council's unique delivery units and embed this as part of the formulation of long-term strategies to optimise the delivery and performance of the unit.

The role is required to provide flexible leadership and operational support to ensure successful delivery of events across a seven-day roster including weekends and public holidays.

Position Outcomes and Accountabilities	
Outcomes Delivered	Performance Standard
Provides expert strategic, policy and operational advice on Major Events, Festivals, Activations and Liverpool Powerhouse to Council leadership and key decision-makers.	Advice is timely, evidence-based, aligned with Council priorities and informs effective decision-making by stakeholders.
Delivers a high-quality annual events and activations program that maximises community participation and engagement.	Events are delivered safely, on schedule, within budget and achieve agreed attendance, satisfaction and community engagement targets. Resources are appropriately prioritised, and stakeholder expectations are managed successfully.
Develops and maintains strong partnerships and stakeholder networks that enhance event outcomes and support Council objectives.	Positive stakeholder relationships are maintained, issues are resolved proactively, and partnership opportunities are increased year on year.
Leads the strategic planning and future development of Major Events and Liverpool Powerhouse programs.	Strategic plans are developed, implemented and regularly reviewed, with measurable progress against organisational objectives and performance indicators.
Drives continuous improvement, service excellence and innovation across event planning and delivery.	Improvements are identified, implemented and measured, resulting in enhanced customer experience, efficiency and service quality.
Oversees operational, financial and resource planning to ensure efficient and effective event delivery.	Resources are allocated effectively, project milestones are achieved, and operational requirements are met within agreed timeframes and budgets.
Provides accurate reporting and recommendations on event performance, outcomes and opportunities for improvement.	Reports are completed within required timeframes, support informed decision-making and identify actionable improvements.
Manages event and activation budgets to support business unit objectives and financial sustainability.	Budgets are developed, monitored and controlled effectively, with expenditure maintained within approved allocations.
Supports the identification and pursuit of external funding opportunities through grants, sponsorships and partnerships.	Funding submissions are submitted on time, meet funding requirements and maximise external revenue opportunities.
Develops and maintains corporate, institutional and community partnerships to support event delivery and growth.	Partnerships contribute measurable financial, in-kind or strategic value and strengthen Council's event portfolio.
Leads, develops and supports a high-performing Events team capable of delivering strategic and operational outcomes.	Staff are effectively managed, supported and developed, with clear goals, regular feedback and demonstrated capability growth.

Contributes to the growth and profile of Liverpool and Liverpool Powerhouse as leading cultural and event destinations.	Events and activations positively enhance Council's reputation, cultural impact, visitation and community participation.
Leads change management and process optimisation initiatives across Major Events and Liverpool Powerhouse operations.	Change initiatives are successfully implemented, adopted by stakeholders and deliver measurable operational efficiencies.
Ensures governance, compliance and risk management practices are embedded across all event activities.	Events comply with legislative, regulatory and Council requirements, with risks identified and appropriately managed.
Undertakes additional duties as directed that are consistent with the role's level and capabilities.	Assigned duties are completed professionally, within agreed timeframes and to the required standard.
Positions Liverpool as an innovative, relevant and dynamic local government area recognised locally, regionally and nationally for producing and presenting high-quality events and cultural experiences for diverse audiences.	Event programs enhance Liverpool's reputation, attract increased participation and visitation, and contribute positively to Council's cultural, social and economic objectives.
Enhances the quality of life of communities across South West Sydney through the creation and delivery of events that engage, entertain, surprise and delight.	Programs demonstrate strong community participation, positive visitor feedback and meaningful social and cultural outcomes.
Applies an understanding of Council's unique service delivery environment to develop long-term strategic plans that maximise organisational performance and community outcomes.	Strategic plans are practical, measurable, aligned with Council priorities and support effective and sustainable service delivery.
Ensures Event Programs maintain the people, systems, partnerships and financial resources necessary to support sustainable future growth.	Resources are effectively planned, monitored and managed to maintain service continuity, resilience and long-term sustainability.
Responds effectively to changing priorities, emerging challenges and competing stakeholder needs.	Competing demands are managed proactively, priorities are adjusted as required and service delivery outcomes are achieved within agreed timeframes.

Decision Making Authority and Responsibilities	
Decision Making	1. Operational Direction of the unit. 2. Expenditure within agreed delegation. 3. Recommends to the Manager Cultural Venues and Events matters relating to the appointment and replacement of staff. 4. Prepare and integrate annual events calendar for entire organisation. 5. Allocate human, technical, staging, production and financial resources across the entire range of small, medium and large-scale events produced by LCC and Cultural Venues and Events.
WHS Responsibilities	• Take reasonable care for own health and safety and that of others who may be affected by work activities. • Comply with Council's WHS policies, procedures, safe work practices, and lawful directions. • Identify, report, and assist in managing hazards, incidents, injuries, and risks in a timely manner. • Participate in WHS consultation, training, and continuous improvement activities and support a safe working environment.
Financial Delegation	As per relevant delegation schedules.
Key Relationships	
Who	Why
Manager Cultural Venues & Events	To align priorities, provide advice and report on outcomes.
Manager Communications and Marketing	To coordinate marketing and promotion of events and activations.
Director Community and Lifestyle, CEO, Directors, Managers	To provide advice, support planning and align with Council priorities.
Mayor and Councillors	To provide updates, strategic advice and support informed decision-making.
External stakeholders such as the State and Federal Government and Non-Government organisations	To build partnerships, secure funding and support successful event delivery.

Position Requirements	
Qualifications, Knowledge, Skills and Experience	
Essential:	Qualifications • Relevant tertiary qualifications and/or extensive years of experience in developing and delivering high-quality, high profile major events. • Class C Drivers Licence. Experience The position requires the application of management and leadership skills in a diverse organisation to implement corporate goals and objectives. The job holder must have: • Extensive demonstrated experience working in government and/or not-for-profit organisations, delivering high-quality, high-profile events for diverse audiences. • Extensive demonstrated experience in negotiating with internal clients as well as external clients including socially and culturally complex communities. • Extensive demonstrated experience in budget, resource and calendar management for multiple concurrent events. • Extensive demonstrated experience in the delivery of events policy outcomes for Local and/or State and/or Federal organisations or relevant equivalent not-for-profit organisations. • Extensive demonstrated experience in multitasking and advanced time management to enable the coordination and planning of multiple events and projects simultaneously. • Extensive demonstrated experience in managing, leading, motivating and developing a multi-disciplinary team. Knowledge and Skills • Knowledge of Work Health and Safety practices, the principles of Equal Employment Opportunity, ethical practice and multi-cultural diversity. • Knowledge of all aspects of the event production process including technical management, staging etc. • Knowledge of the principles and practices of financial, structural and cultural management.
Desirable (if applicable):	• Proven ability to lead events delivery teams. • Proven ability in managing an operational budget. • Experience in change management. • Excellent verbal and written communication skills. • Demonstrated experience in research and evaluation. • Demonstrated high-level negotiations skills with a wide range

	of stakeholders. • Demonstrated experience in generating creative ideas and concepts within agreed strategic frameworks. • Ability to think quickly and independently, troubleshoot problems as they arise and develop projects to finality.
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Signature

By signing below, I understand the contents and expectations of this position description.

Name	Signature	Date

Capabilities for the position

The capability framework outlines the capabilities needed by everyone to work well and be effective in their position. They are expressed as behaviours to provide clarity and a common language to describe the skills and abilities to perform a position at Council.

Core Capabilities <i>Applicable to all positions</i>	Description
Developing Self	Seeks growth opportunities, embraces feedback, and enhances skills and knowledge.
Being Accountable	Takes ownership of actions, delivers on commitments, and ensures transparency and responsibility.
Acting with Integrity	Behaves ethically, upholds values, and acts in the best interest of the organisation and community.
Communicating Effectively	Expresses ideas clearly, listens actively, and tailors communication to the audience's needs.
Working Collaboratively	Works well with others, builds teamwork, and fosters a supportive environment.
Having Resilience	Bounces back from adversity, maintains positivity, and performs effectively under pressure.
Focus Capabilities <i>Most important to be effective in position</i>	Description
Commercial Nous/Acumen	The ability to apply business insight, strategic thinking, and practical solutions for competitive advantage.
Using Data for Decision Making	Collects, analyses, and interprets data to ensure evidence-based, accurate, and effective decision-making.
Influencing and Negotiating	Communicates persuasively, uses negotiation skills, builds consensus, and resolves conflicts constructively.
Thinking Innovatively and Creatively	Encourages new ideas, fosters innovation, and seeks opportunities for creative problem-solving and improvement.
Building Relationships	Establishes positive relationships, builds trust, and fosters partnerships to achieve common goals.
Delivering Outcomes	Sets ambitious goals, measures progress and adapts strategies to ensure effective achievement of objectives.
Focusing on the Community	Provides high-quality service, seeks feedback, and anticipates community needs.
Using Technology and Building Digital Literacy	Adopts technology, enhances productivity, stays updated on advancements, and promotes digital literacy.
People Management Capabilities <i>Required for leadership positions</i>	Description
Inspiring Direction and Purpose	Provides clear vision, motivates others, aligns team efforts with objectives, encourages and empowers achievement.
Managing People	Guides team members, provides feedback, recognises efforts, develops talent, and fosters an inclusive culture.
Managing Reform and Change	Drives organisational change, aligns with goals, engages stakeholders, monitors progress, and adjusts strategies.
Optimising Outcomes	Analyses processes, identifies improvements, implements strategies for efficiency, and uses data for informed decisions.
Practising Sustainability	Implements sustainable practices, balances economic, social, environmental factors, and advocates long-term sustainability goals.
Valuing Diversity and Inclusion	Promotes an inclusive environment, respects diverse perspectives, and advocates for equity and inclusion.