



**POSITION TITLE: Events, Programs & Content Development Lead**

**Benefits**

- Flexible working arrangements
- Training and development opportunities
- Employee Assistance Program (EAP)
- Laptop and work-from-home equipment

**Salary**

\$75-\$85k plus super

**About Us**

The VLGA is an independent membership-based organisation supporting councils and councillors in good governance.

The organisation is undergoing an exciting period of growth and is looking to significantly expand our current value offering to our current membership base and beyond.

**About the Role**

Have an important part to play in strengthening this expanding high profile peak body within the local government sector.

We are looking for somebody with a strategic mindset who is enquiring, agile, innovative and embraces problem-solving to help create compelling and unmissable content, resources, and events for our members.

You will be responsible for helping us understand our existing and potential future membership base, working with the Head of Operations to develop and implement strategies to produce and deliver sector-leading events, content, programs and training.

You'll be working with, and supported by, a small, high-performing team that consistently collaborates to deliver outstanding value and results for VLGA members and stakeholders.

This role is perfect for a confident self-motivated individual that has a data & evidence-driven mindset and wants to make a difference in their role.

If you are not sure if you meet all the requirements, but like the sound of the role, we would love to hear from you.

The VLGA is an independent governance organisation supporting councils and councillors

Postal Address: PO Box 4089 Richmond East Vic 3121 | [www.vlga.org.au](http://www.vlga.org.au) | [vlga@vlga.org.au](mailto:vlga@vlga.org.au) | 03 9349 7999

## **You will be:**

- A critical member of a growing team that wants to own and grow the events and communication part of our business
- A natural relationship builder that can understand members' pain points and look for opportunities to solve them
- Love building networks of resources around them and can make the most of the amazing contacts we have
- Data-driven decision maker
- Responsible for organizing events from start to finish with support from the Head of Operations and CEO
- Keeping the pulse on current news and trends within the sector
- A naturally organised person that can manage and schedule events, programs and training across the year
- Be entrepreneurially minded - always looking for opportunities to add value to our members
- An excellent verbal & written communicator comfortable helping write content that will be shared with our members and beyond
- A keen learner that loves developing new skills
- Commercially minded and comfortable managing budgets
- A person who demonstrates resilience in a fast moving and changing environment

## **Responsibilities**

### **Events & Program Planning (Approx. 55% of role)**

- Planning & scheduling the annual events and programs offer in advance
- End-to-end delivery of face-to-face and virtual events
- Helping organise live panels with industry leaders
- Organising networking events
- Facilitating training workshops and road shows
- Managing events and program budgets
- Developing and producing focused podcast series/video content
- Sourcing and scheduling diverse and interesting guests for the *VLGA Connect* YouTube and Podcast series, along with other projects
- Supervising recording sessions

**Content Development (Using Material from Events & Training - Approx. 20% of role)**

- Creating content and materials to support our professional development and events program (event marketing, social media and digital content)
- Editing of video/podcast recordings and supply additional promotional content for social media

**Sharing the Content (15% of role)**

- Producing fortnightly newsletters
- Posting to social media (Twitter & LinkedIn)
- Updating website
- Strategically marketing/communicating/promoting the work (program content, etc) of the VLGA through a variety of networks and channels to build profile and increase brand recognition

**Media & Communications (10% of role)**

- Keeping up with news and current events relevant to the local government sector and broader stakeholders
- Support the CEO in their role as VLGA media spokesperson
- Draft media releases
- Develop and nurture relationships with key media contacts
- Grow and maintain media contact list

**Specialist Knowledge and Essential Skills**

- Demonstrated experience in event delivery
- Demonstrated ability to manage projects
- Working knowledge of the Microsoft suite of programs
- Demonstrated experience with design software such as InDesign, Canva, etc
- Demonstrated social media content creation and management

**Desirable Skills**

- An understanding of or an interest in local government and governance.
- Excel for budgeting & data analysis



## **Interpersonal and Management Skills**

**Communication Skills:** ability to relate well to people and represent the VLGA in a professional manner when dealing with a diverse range of external contacts

**Planning and Organisation Skills:** ability to prioritise and organise own workload, manage multiple tasks, pay attention to detail, accuracy and have the ability to quickly digest new information

**Curiosity & Problem Solver:** not an expert in everything? That is fine, neither are we, but we let's find somebody that is and get them in for our members to learn from as well

**Initiative:** be proactive and self-starting, seize opportunities and act on them and actively influence events and content.

**Flexibility:** be resilient, adaptable, and receptive to innovative ideas, respond and adjust easily to changing work demands and circumstances. Occasional after-hours work may be required to support VLGA evening events.

## **How to Apply**

Please email a cover letter addressing the criteria listed above, along with your resume (no more than 4 pages) to [hr@vlga.org.au](mailto:hr@vlga.org.au). Applications to be addressed to the Head of Operations.

Applications close midnight Sunday 25 September 2022.