

## Position Description

**Job title:** Large-scale Conference and Events Manager  
**Location:** Level 1, 517 Flinders Lane, Melbourne, VIC, 3000  
**Tenure:** Full-time permanent (1FTE)  
**Reports to:** CEO

## Overview of GESA

The Gastroenterological Society of Australia (GESA) sets, promotes and continuously improves the standards of practice, training and research in gastroenterology and hepatology in Australia. GESA is the chief advocacy group for the healthcare professionals and scientists working in this field. GESA's **strategic priority** is to advance the science and practice of gastroenterology in Australia. GESA strives for the highest standards in research, education and training, quality patient care and clinical practice, communications, and advocacy in the field of gastroenterology and hepatology. GESA's mission is to promote optimal health through prevention, control and treatment of gastrointestinal and liver disease in human beings. GESA's strategic priority areas include:

- **ADVOCACY:** Advocate on behalf of our community and membership to achieve optimal health and research outcomes. This includes providing national leadership.
- **EDUCATION:** Provide and facilitate evidence-based training, clinical standards, education and assessment programs which promote world-class scientific knowledge and clinical practice.
- **RESEARCH:** Foster a culture of enquiry and support basic and clinical research in gastroenterology and hepatology.
- **FELLOWSHIP and COLLEGIABILITY:** Promote a culture of collegiality and service. This includes a welcoming environment, united professionals and recognition of the contribution of members and others.
- **GOVERNANCE:** Adherence to the highest standards of clinical and corporate governance. Including a focus on financial sustainability, risk management and legislative compliance.

## Our Values

The core values of the organisation underpin everything we do. In representing GESA, we expect all employees to role model the following:

- **SERVICE:** Serve our stakeholders and relevant organisations by providing access to research, education, quality standards, communication and advocacy in the fields of gastroenterology and hepatology.
- **INTEGRITY:** Be open, honest, just, reasonable, respectful and ethical in our relationships.
- **EXCELLENCE:** Be accountable for achieving the best health outcomes for the Australian community.

## Position Summary

This role is responsible for developing, planning and coordinating the successful management and delivery of all events. Additionally, the role requires significant sponsor/stakeholder management, that is, developing, building and maintaining exceptional relationships across all levels of the organisation. The incumbent will strive for excellence in communication and representation of GESA's vision and mission thereby ensuring that GESA's strategic priorities are advanced.

Specific activities include managing programs and activities for GESA faculties, sub committees, Special Interest Groups (SIG's), and other collaborating organisations. The incumbent is required to follow GESA processes for projects. The incumbent is also expected to align their behaviour with the GESA values and to contribute positively to the GESA team.

## Key Responsibilities

Key Areas	Main Priorities
<p><b>Event Management Service delivery</b></p>	<ul style="list-style-type: none"> <li>• Overseeing end-to-end coordination and organisation of all education initiatives and events, including:               <ul style="list-style-type: none"> <li>○ GESA's Annual Scientific meeting/Conference (AGW)</li> <li>○ endoscopy hospital-based training sessions</li> <li>○ any other conferences</li> <li>○ seminars</li> <li>○ workshops</li> <li>○ exhibitions</li> </ul> </li> <li>• Booking venues, catering, registrations and accommodation for participants and other related activities</li> <li>• Developing promotional and marketing materials</li> <li>• Building and developing relationships with all stakeholders</li> <li>• Analysing and determining best suppliers for events</li> <li>• Working with freight companies to handle logistics</li> <li>• Creating and circulating detailed event run sheets /project plans</li> <li>• Working closely and collaboratively with all staff, in particular the CEO, EA to the CEO/PR &amp; Comms Officer, Education, Membership and Administration officers. This include delegating tasks, potentially overseeing aspects of their work and providing advice where necessary</li> <li>• Issuing official speaker invitations and liaising with all invited speakers to ensure that all their needs are met</li> <li>• Preparing budgets for GESA events which will comprise of all expected expenses</li> <li>• Traveling interstate to attend and oversee the successful running of the conferences to ensure everything proceeds according to plan</li> <li>• Proactively managing and prioritising various projects and tasks simultaneously by completing or delegating tasks to ensure all deadlines are met and everything is completed in a timely manner</li> <li>• Liaising with industry (domestic and international) opinion leaders in order to develop potential future opportunities</li> <li>• Re-prioritising tasks based on the changing needs of the organisation</li> </ul>

<p><b>Administration</b></p>	<ul style="list-style-type: none"> <li>• Preparing documentation in accordance with GESA standardised templates, style and branding guidelines</li> <li>• Proofreading, editing and formatting all written documentation to a high standard, preparing high quality papers free from errors and inconsistencies within required timelines</li> <li>• Handling confidential information and documentation securely and discretely</li> <li>• Developing understanding of the Australian Health system and connections with other relevant and collaborating organisations and stakeholders</li> <li>• Anticipating next steps, thinking through projects from start to finish and proactively addressing and actioning any matter as required</li> <li>• Support the design and implementation of process and office improvements</li> <li>• In accordance with Work, Health and Safety legislation and GESA policies and procedures, take reasonable care for your own health and safety and that of other persons who may be affected by your conduct</li> <li>• Proficiently use Microsoft Office Suite</li> <li>• Undertake and support organisational projects and perform other duties as required</li> </ul>
<p><b>Communication</b></p>	<ul style="list-style-type: none"> <li>• Developing and implementing strategies, content and collateral for all programs and activities as required</li> <li>• Proactively upward manage and support including regular WIP, project plans and schedules etc</li> </ul>
<p><b>Accountability</b></p>	<ul style="list-style-type: none"> <li>• Proactively comply with direction from the CEO, and CEO delegates as required</li> <li>• Effectively utilise GESA resources in line with organisational policies</li> <li>• Proactively support GESA’s vision and mission <ul style="list-style-type: none"> <li>○ <u>vision</u> of excellence in research and the practice of gastroenterology &amp; hepatology</li> <li>○ <u>mission</u> - optimise the prevention and treatment of gastrointestinal and liver disease through promotion, quality, research, education and advocacy</li> </ul> </li> </ul>
<p><b>People and culture</b></p> <p><b>Internal and external stakeholders</b></p>	<ul style="list-style-type: none"> <li>• Develop and maintain positive working relationships with CEO, Director of Business, Board, colleagues, faculties, collaborating organisations and committees to achieve the best possible health outcomes for the Australian community</li> <li>• Act in accordance with GESA’s ‘Code of Conduct’</li> <li>• Internal: GESA team and consultants</li> <li>• External stakeholders include, GESA Board and Members, gastroenterologists, Doctors, hospital support staff, external health organisations, government bodies, industry partners and marketing departments, suppliers and providers i.e graphic designers and printers, app provider and registration provider.</li> </ul>

Selection Criteria	
<p><b>Essential Criteria</b></p> <p><i>Key capabilities</i></p>	<ul style="list-style-type: none"> <li>• <b>Professional integrity</b> – ethical and accountable, display values of service respectfully and work to high-quality standards when carrying out duties.</li> <li>• <b>Communication</b> - excellent verbal, written and interpersonal skills, clear and effective communication, confident with ability to engage all stakeholders. Demonstrated strong customer service skills with the ability to work collaboratively within a team environment and autonomously with minimal direction.</li> <li>• <b>Technology</b> - effectively applies technology to maximise efficiencies, musts have advanced knowledge of MS Office in particular Excel and PowerPoint.</li> <li>• <b>Administration</b> – excellent administrative planning and organisational skills including the ability to stay focused, meet deadlines, effectively prioritise tasks and apply a high attention to detail.</li> <li>• <b>Prioritising and planning</b> - strong time management and organisational skills able to set clear objectives to successfully executive and deliver projects along with capacity to work on multiple projects simultaneously.</li> <li>• <b>Problem solving</b> - models and promotes flexible and solution focused approach. Applies logic, judgment and data to address issues and invites collaboration.</li> <li>• <b>Attention to detail</b> - quality, process improvement and outcome focused.</li> <li>• <b>Initiative</b> – proactively anticipate potential issues, addressing them before they arise, proactive communication and management of tasks.</li> </ul>
<p><b>Other Essential Criteria</b></p>	<ul style="list-style-type: none"> <li>• Tertiary qualification in event management or related discipline</li> <li>• Significant demonstrated experience in delivering successful events</li> <li>• Capacity to work out of usual office hours and travel as required</li> <li>• Experience working in the Hospital or Medical sector</li> <li>• Must have a current and valid drivers licence</li> </ul>
<p><b>Desirable Criteria</b></p>	<ul style="list-style-type: none"> <li>• Knowledge of communications tools such as Mailchimp and SurveyMonkey</li> </ul>
<p><b>Personal Attributes</b></p>	<ul style="list-style-type: none"> <li>• Creative and innovative - finds ways to work better and smarter; generates opinions and ideas; and is open to change and alternatives</li> <li>• Conceptual and analytical ability – strategic thinker; uses analytical and conceptual skills to reason through problems</li> <li>• Flexible and adaptable with the ability to accommodate shifting priorities</li> <li>• Professional, resilient and actively participant in professional development</li> <li>• Ability to determine what is important, prioritise, stay on task and allocated time and energy effectively</li> </ul>
<p><b>Other</b></p>	<ul style="list-style-type: none"> <li>• The information listed above provides an outline of the duties and responsibilities of this position. The successful incumbent may be instructed to carry out other duties as required by the CEO or the organisation.</li> </ul>

**CERTIFICATION**

I am satisfied that this position description accurately describes the requirements of the position.

**CEO** **Signature:** .....  
Name: ..... **Date:** .....

I have read this document and agree to undertake the duties and responsibilities listed herein. I understand that I may be required to undertake additional duties and responsibilities as required by the CEO or the organisation from time to time.

**Occupant/Employee** **Signature:** .....  
Name: ..... **Date:** .....