



Position Title	National Manager, Conferences and Events	Reporting to	Head of Events & Experience
Department	RACGP Member Services	Direct reports	<ul style="list-style-type: none">· Conference & Events Coordinator (x4)· Conference & Events Officer (x2)
Classification	Level F	Employment Status	Permanent Full Time (1.0 FTE)
Position Number	100580	Date	April 2019

The Organisation

The Royal Australian College of General Practitioners (RACGP) is Australia's largest professional membership body for general practitioners (GPs). We represent over 40,000 members including urban and rural GPs, medical students and registrars.

The RACGP's mission is to support GPs in improving the health and wellbeing of all Australians, "Healthy Profession. Healthy Australia." We provide skills and knowledge assessment, educational training and ongoing professional development for practicing GPs. We develop resources and guidelines, help GPs with issues that affect their practice, support research to link members with the latest advancements in the field and advocate on behalf of the general practice profession to set and maintain standards of high quality health care for Australians.

Our Values

RACGP Staff are expected to uphold our workplace values:



Progressive leadership Forward thinking and proactive leaders who lead by example and empower staff to create and drive innovation



Quality Honouring our Organisational Vision and Mission Statement by constantly striving for excellence in service delivery and advancement in the field



Ethics Committed to acting with morality, integrity and transparency in serving the best interests of all stakeholders



Professionalism Dedicated professionals who respect and collaborate with others and are fully accountable for their actions.

Your Team

Events & Experience sits within the Membership Department. Membership is responsible for leading national strategic and operational outcomes in promoting a career in general practice, member engagement, retention, acquisition, membership policy and revenue-generation through all career stages of RACGP members. Other teams within Membership are: Continuing Professional Development (CPD), International, Corporate Partnerships and Content & Communication.

As a member-based organisation, member services are critical and the department, in conjunction with our state-based faculties, leads the organisation in the provision of these services. This includes member communication strategies, the development of the membership value proposition, membership retention and growth and the delivery of the key membership fee revenue stream in support of College operations.

Together these teams deliver a member-focused service, striving to enhance our members' experience and interaction with RACGP. This is achieved through Conferences and other events, various RACGP publications and member news services, a Member Contact Centre, state-based Faculty offices and strategic partnerships.

Your Role

The National Manager, Conferences and Events manages the RACGP's portfolio of national events and activities including the annual clinical conference, practice owners conference and program as well as other events currently in development. The role provides national support for events to ensure a College-wide collaborative approach. The National Conference and Events team manages the cross department collaboration for RACGP presence at external national events and conferences, including AMSA, GPTEC and others as directed.

This role works closely with all departments within the RACGP including corporate partnerships, content and communications, education, policy practice and innovation as well as the faculties. The role manages the National Conference and Events team to ensure successful delivery of events from concept development through to delivery, providing event training and support to faculties and other RACGP departments. There will be travel required interstate and some evening and weekend work to attend events.

Key Responsibilities

1. Concept, planning and operational delivery of The RACGP National Conferences program and other national event and education activities.
2. Academic and clinical program design and management including coordination of the call for session submissions and abstracts.
3. Coordinate conference sponsorship and exhibition strategy in collaboration with business development.
4. Relationship management of stakeholders including sponsors, exhibitors, committees, education providers and RACGP departments.
5. Develop and manage the event marketing strategy including development of all written content across multiple mediums.
6. Manage the Conference and Events budgets.
7. Support the RACGP Legal Counsel in the coordination and running of the RACGP Annual General Meeting and Convocation session.
8. Coordinate additional meetings for the annual conferences.
9. Maintain relationships with all related internal and external stakeholders.
10. Support the ongoing professional development and upskilling of direct reports.
11. Other duties as directed by management.
13. Deliver agreed Work Plan Goals – to be developed in conjunction with Manager
14. Delegated Authority (Budget \$ or otherwise): \$10,000

Environment, Health and Safety

1. Complies with the College's OH&S policies and procedures
2. Takes reasonable care for the safety of his/her own health and safety and that of other people who may be affected by their conduct in the workplace
3. Seeks guidance for all new or modified work procedures to ensure that any hazardous conditions, near misses and injuries are reported immediately to the Manager
4. Participates in meetings, training and other environment, health and safety activities
5. Does not wilfully place at risk the health or safety of any person in the work place
6. Does not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare
7. Cooperates with the College in relation to activities taken by the College to comply with OH&S and environmental legislation.

Equity, Diversity and Inclusion

8. Models and promotes appropriate behaviour in relation to equity and diversity principles and practices
9. Embraces RACGP's equity and diversity initiatives, strategies and implementations in staff equity/diversity related areas, promotion of staff equity and diversity policy/training and RACGP's Reconciliation Action Plan

Your Relationships

Your role requires interaction with the following stakeholders:

RACGP staff:

- Head of Events & Experience
- COO
- CEO and Senior Leadership Team
- Marketing department team
- Business development team
- Publications department team
- gplearning team
- All faculty and department managers
- Faculty marketing and events coordinators
- Finance department
- RACGP Council and committee members
- All internal departments of the RACGP

External:

- Advertisers, exhibitors and sponsors
- Conference committees
- RACGP members
- Medical Educators
- Other general practitioners and specialists
- Including international medical specialist colleges
- Keynote speakers
- General practice organisations including Primary Health Networks
- Many organisations in the broader general practice and health environment

Key Selection Criteria

As a **suitable** candidate, you will have:

- Extensive experience in developing and managing large scale conferences of over 500 delegates, preferably in a membership or association environment including management of trade and exhibitions.
- Demonstrated people management skills with proven ability to lead, empower and maintain a customer driven team. Applicants must have experience in direct management and leadership of teams including setting and managing KPIs, workload planning and distribution and mentoring and skills growth.
- Practical analytical skills and strategic planning ability.
- Advanced understanding of conference software functionality and data management principles. The RACGP currently uses EventsAir.
- Effective and coherent written, verbal communication and presentation skills.
- Experience in the development and execution of event marketing plans.
- Established capacity to work collaboratively with multiple internal and external stakeholders in a complex environment.

As an **ideal** candidate, you will **also** have:

- Previous experience in a sponsorship and events leadership role in a membership organisation with knowledge of the primary health care sector.
- Proven ability to manage delivery of complex projects on time and to budget across multiple years.
- Demonstrated capacity to influence change and improve processes within a large organisation throughout the organisational hierarchy.
- Demonstrated experience in adapting event programs to better meet the needs of members and their future state.
- Exposure to education/research clinical programs and abstracts

Qualifications

As a **suitable** candidate, you will have completed:

Not applicable

As an **ideal** candidate, you will have completed:

A degree or post graduate degree in marketing, events, public relations or business.

Workplace Behaviours

In your role, you are expected to:

Positively influence others

Take initiative

Focus on service

Make effective decisions

Be transparent

Be respectful

Be emotionally intelligent

Be flexible and adaptive

Strive for excellence

Demonstrate integrity

Be accountable

Collaborate

Classification Description

In accordance with the Enterprise Bargaining Agreement (EBA) 2018 or subsequent agreement.


Declaration

I _____ acknowledge that I have read and understood the National Manager, Conference & Events, position description which forms part of my employment contract from the date of issue.

I accept that the Position Description may need amending and updating periodically due to changes in responsibilities and organisational requirements

Employee: _____ (signature) Date: _____

This Position Description is approved by:

H.R:  _____ (signature) Date: 5/06/2019