

Position Description

Position Title	Conference & Events Coordinator	Reporting to	Head of Marketing & Commercial
Business Unit	Member Experience	Direct Reports	NA
Classification	Level D	Date	May 2023

Our Organisation

The Royal Australian College of General Practitioners (RACGP) is the voice of General Practitioners (GPs) in our growing cities and throughout rural and remote Australia. For more than 60 years, we've supported the backbone of Australia's health system by setting the standards for education and practice and advocating for better health and wellbeing for all Australians.

We cultivate a stronger profession by helping the GPs of today and tomorrow continue their professional development throughout their careers, from medical students and GPs in training to experienced GPs. We develop resources and guidelines to support GPs in providing their patients with world-class healthcare and help with the unique issues that affect their practices. We're a point of connection for GPs serving communities in every corner of the country.

Australia's GPs see more than two million patients each week, and support Australians through every stage of life. The scope of general practice is unmatched among medical professionals, so the RACGP supports members to be involved in all areas of care, including aged care, mental health, preventative care and Aboriginal and Torres Strait Islander Health.

Patient-centred care is at the heart of every Australian general practice and at the heart of everything we do.

Our Values

RACGP Employees are expected to uphold our workplace values:



Progressive leadership Forward thinking and proactive leaders who lead by example and empower employees 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

Member Experience exists to facilitate services and products that connect members to the RACGP. The business unit plays a critical role in ensuring that the RACGP has the right mechanisms to seek out, listen to, clarify, assess, prioritise and feedback the views of the RACGP's members, and to provide them with a facilitated community of practice where they can come together to gain and share knowledge, resources and experience.

Your Role

The Conference & Events Coordinator will event manage, design and operationally deliver engaging, innovative and financially viable conferences, events, professional development and networking experiences for general practice. Delivery of conference and events will be in-person, virtual or hybrid via digital platforms. You will have both exceptional event management skills and relationship building skills as you will collaborate and work in partnership with all departments within the RACGP.

Some after hours and weekend work will be required in the lead up to and as part of the delivery of the national events program. This role will also require occasional interstate travel to facilitate the delivery of national events.

Key Responsibilities

- Project manage and event coordination of RACGP national conferences and events;
 - work directly with conference committees / advisory groups and subject matter experts to create educational programs for conferences including coordination of abstract submissions, presenters, and invited speakers
 - ensure all conference committees and internal stakeholders have appropriate level of secretariat support including project updates as and when required
 - manage conference budgets to ensure the approved surplus is met or exceeded
 - manage conference venue relationships from proposal through to event delivery, including all av requirements
 - coordinate digital platform integration at venues for hybrid /on-demand event delivery
 - oversee conference database design and management, including dealing with conference enquiries from both internal and external stakeholders
 - source travel and accommodation, coordinating delegate travel and accommodation requests and liaising with selected carriers and venues
 - in collaboration with the Partnerships Team, develop packages for sponsorship and exhibition, creation of sales documentation, sales of exhibition booths, management of the sponsorship and exhibition deliverables during the conference
 - in conjunction with the marketing team create and deliver marketing strategies which outline individual activities to be undertaken, the format of the activities, key timelines and how they will be measured. Develop all content and manage the asset creation process
- Ensure customer satisfaction, optimal attendee engagement and continuous improvement of conference and events delivery through the analysis of data from event surveys and evaluation responses
- Develop and maintain RACGP training guides and process mapping for conferences and events
- Comply with all relevant workplace policies and procedures
- Other duties as required

Qualifications and Experience

Essential

- Extensive experience in managing large-scale conferences of over 500 delegates, preferably in a membership or association environment including complex program and abstract management, registration management, management of trade and exhibitions and exposure to digital and hybrid events
- Proven ability to coordinate delivery of a range of concurrent projects on time and to budget across multiple years
- Advanced understanding of conference software functionality and data management principles. The RACGP currently uses EventsAIR, and Zoom to manage and deliver conferences and events
- Advanced Microsoft Office skills, especially Excel & Word
- Effective and coherent written, verbal communication and presentation skills

- Established capacity to work collaboratively with multiple internal and external stakeholders in a complex environment
- Strong capacity to multi-task, work under pressure and operate with minimal supervision

Highly Desirable

- Demonstrated experience in adapting event programs to better meet the needs of members and their future state.
- Working knowledge of General Practice

Your Relationships

Your role requires interaction with internal and external stakeholders including:

Internal:

- Chief Member Officer and team
- All business units and employees
- Chief Executive Officer (CEO) and Leadership Team
- FARM Committee
- Board / Directors
- Faculty
- Employees

External:

- Members
- State and Federal Government Departments
- Private and Public sector organisations
- Community Stakeholders
- Vendors