



**OPEN
GARDENS**
AUSTRALIA

MARKETING & EVENTS MANAGER

POSITION DESCRIPTION

ORGANISATIONAL CONTEXT:

Originating in 1987, Open Gardens Australia is a not-for-profit national organization with the mission of promoting the knowledge and enjoyment of gardens and gardening. Its key functions are opening privately-owned gardens for public visitation, delivering garden-themed events, and other related activities. The majority of its income is derived from gate fees and revenue from its functions and events.

Open Gardens Australia is administered by a national Board of Directors who oversee the performance of all the operational regions (generally states or territories). The National Office is based in Woodend in central Victoria.

The Marketing & Events Manager (MEM) is responsible to the Chief Executive Officer or his or her nominated delegate.

The position will work closely with regional Coordinators in the planning and development of events and will also consult with the chairman of regional committees as necessary.

The MEM will provide budgetary, logistical and administrative support and advice to enable regional teams to achieve successful outcomes in the development and operation of special events.

The MEM will play a key role in the planning and implementation of marketing strategies and campaigns for Open Gardens Australia.

It is expected that the MEM will work from a home-based office, or from the National Office in Woodend.

REQUIREMENTS

- Understanding of the organisation's objectives; and a passion for gardens and gardening.
- Demonstrated knowledge and experience in the planning and management of small, medium and large-scale public events.
- Demonstrated experience in planning, developing, coordinating and delivering a range of effective marketing programs for a diverse range of groups within our communities, within a limited budget.
- Ability to build and maintain harmonious and productive relationships with diverse stakeholders including regional employees and volunteers, and community groups.

- Ability to build strong relationships with various national and regional media agencies and individuals.
- Ability to accurately formulate and manage a detailed budget.
- Ability to communicate effectively with diverse audiences.
- Self-motivation; ability to work in an unsupervised environment, and to meet deadlines.

REPORTS

The MEM will submit reports of regional event outcomes to the CEO ahead of each Board meeting (roughly quarterly).

As part of the organisation's annual budgeting process, the MEM will submit to the CEO and the Finance Committee a budget based on the proposed annual calendar of events.

For marketing-related issues, the MEM will submit reports at each scheduled Marketing Committee meeting.

DUTIES

Events:

- Develop a diverse calendar of garden-themed events to provide opportunities to engage with new audiences as well as appealing to established audiences.
- Ensure that the annual calendar of events reaches agreed financial goals in each region. The MEM will draw up an annual budget based on an annual calendar of events, and work in conjunction with regional teams to ensure a profitable financial outcome for all events. The MEM is responsible for authorizing significant items of expenditure relating to events. .
- Offer advice and assistance to regional teams as required, including active involvement in the development and budgeting of events, administrative support as required, and from time to time, participation in the running of events. This will involve visits to the regions as required.
- Liaise on a regular basis with regional Co-ordinators and other employees, and as needed with Committee Chairmen on all matters concerning events.
- Work with regional teams and foster volunteer involvement in special events.
- Ensure significant events are brought to the attention of national media; work with regions in developing local and regional media strategies relating to events.
- Ensure that events are appropriately promoted via all available electronic platforms
- Submit regular reports to the Board's Finance Committee and Marketing Committee.
- Initiate and develop templates for a range of special events.

- Coordinate sponsorship arrangements in relation to national and regional events as required.

Marketing:

- Play a key role in the planning and implementation of marketing programs for Open Gardens Australia with the aim of building public profile and awareness, support and visitation to gardens openings, events and other activities.
- Develop and maintain a constructive and cooperative relationship with relevant national and regional media; identify promotional and publicity opportunities, liaise with Regional Media Officer (National Office)
- Develop and implement national media campaigns, and where necessary, assist regional co-ordinators with promotion and publicity.
- Support the CEO's activities to build the organisation's profile at a national level, including fostering relationships with government and tourism bodies and related gardening and horticultural organisations.
- Ensure a consistent and professional level of communication with the organisation's stakeholders and the broader community.
- Coordinate and provide regular reports on key visitor information polls recorded at garden openings.
- Work closely with and provide administrative support to the Board's Marketing Committee.
- Coordinate and promote the organisation's Giving Program.
- Seek out opportunities with community groups and other 'third parties' to help broaden the organisation's visitor demographics.

General:

- All employees of OGA must demonstrate a commitment to the organisation's Occupational Health & Safety (OH&S) and Equal Employment Opportunity (EEO) principles, policies and procedures.
- It is expected that the MEM will operate from the National Office, or possibly from a home office. OGA will reimburse agreed work-related office costs.
- Attendance at a staff conference (usually held in Victoria on an annual basis) is expected, together with participation in other communication or consultation processes.
- The organization will meet the costs of reasonable and agreed work-related travel and other relevant work expenses.
- A current car driver's licence is required for this role.
- Some weekend work will be expected.

ASSESSMENT

An annual assessment will be conducted, based on quantitative and qualitative goals set by mutual agreement between the CEO and the MEM.

SALARY AND HOURS

The position has been formulated at 0.8 of a full-time role. In order to accommodate personal circumstances, the hours can be worked reasonably flexibly.

The salary for the position is **\$46,400** p.a. (0.8 of \$58,000 full-time equivalent).

LODGING APPLICATIONS:

Applications for this role should be lodged with the National Office of Open Gardens Australia by close of business Friday 17th February 2012.

Emailed applications should be forwarded to: ceo@opengarden.org.au

Or by post to: PO Box 940, Woodend, VIC 3442