



Perth City Farm  
1 City Farm Place  
East Perth WA 6892  
Tel: +61 8 9325 7229  
Web: [www.perthcityfarm.org.au](http://www.perthcityfarm.org.au)

**POSITION:** Events Lead  
**REPORTS TO:** CEO  
**HOURS:** Part time of 22.5 hours per week

**CLASSIFICATION:** Social, Community, Home Care and Disability  
Services Industry Award 2010, Level 4

**REMUNERATION:** Award rate, currently \$43.2 PH, plus superannuation

**POSITION CONTEXT:**

Perth City Farm is a non-profit community urban farm that harnesses the power of nature and community connection, bringing people together to learn about sustainable living.

Our site is designed to deliver sustainability education via organised sessions and incidentally to the thousands of people moving through the farm each year. We teach 'kinder living' skills like permaculture, food growing, fermenting, foraging, gardening for wildlife and recycled crafts.

Our other key enterprise is Sustainable Events where we support others to use our site and equipment to run their own events such as weddings, parties, training days, product launches and festivals. Our support helps our hirers to run their event in a more sustainable way, educating the hirers and their guests about kinder ways of living whilst having a really good time.

**PURPOSE AND FUNCTION:**

The Events Lead is our events expert who manages and drives the growth of this key established enterprise. They drive sales and ensure we meet our revenue targets. They work with an admin team to support clients as their events happen. Following a business plan they oversee the delivery of our current venue hire services and develop new ones over time to grow profitability.

They collaborate with the Education Lead to implement the sustainability education aims of the enterprise across everything it does.

**MAIN DUTIES AND RESPONSIBILITIES:**

- Work with the CEO to refine the business plan for the Sustainable Events enterprise, adapting it as situations change and opportunities arise
- Plan for and implement new offerings e.g. lighting and furniture hire as per the business plan
- Achieve sales targets for the enterprise, developing and coordinating the resources you need to do so
- Guide clients and suppliers in hosting more sustainable events through the production of guides, rules, infrastructure and other resources. Continuously improve this so we are known as the best place in Perth to hold a sustainable event

- Work with a small team of administration, marketing and finance staff to ensure the Sustainable Events enterprise is administered efficiently and meets the budget
- Customer service: respond to enquiries, process bookings and assist clients throughout their journey with us
- Oversee the delivery of events services to clients
- Problem-solve issues as they arise, ensuring our Farm is protected and clients are satisfied. This will involve out of hours assistance from time to time.
- Oversee the planning and delivery of our own events including the weekly Farmers Market and Twilight Wedding Markets
- Act as the weekend on-call person for the venue on a roster basis
- Contribute to the implementation and maintenance of a CRM system

## **REPORTING**

- Contribute to board and funder reports using evaluation data

## **ORGANISATIONAL MANAGEMENT AND TEAMWORK**

- Participate in staff meetings and staff development workshops
- Work in a flexible, collaborative and positive manner with other team members for optimum outcome for Perth City Farm.

## **PHYSICAL DEMANDS & WORK ENVIRONMENT**

You will be required to deal with people from all walks of life and will always be expected to demonstrate the values of respect, non-judgment, compassion and kindness in all interactions with volunteers, clients, visitors and staff of Perth City Farm.

## **SELECTION CRITERIA**

### **Essential**

- Keen interest in sustainability and community connection
- Minimum three years' experience in sales in the events or hospitality industry
- Entrepreneurial mindset and experience in growing a business
- Experience planning and delivering events
- Understanding of marketing strategies and tactics
- Highly organised and skilled at prioritising competing demands
- Excellent written and verbal communication skills
- Competent in using the Microsoft Office package
- Experience managing staff
- Strong problem-solving abilities.

### **Desirable**

- Experience working in the not-for-profit sector
- Experience with general accounting tasks
- Experience in sustainable events

## **CONDITIONS OF EMPLOYMENT**

Social, Community, Home Care and Disability Services Industry Award 2010 in conjunction with the National Employment Standards