



## **Event Manager**

### **WestCycle**

Perth

Event Management

Full time

## **About WestCycle**

WestCycle is the peak body for bike riding in Western Australia.

**OUR VISION:** More people riding bikes more often

**OUR PURPOSE:** Leading change to improve bike riding infrastructure, participation, safety and community attitudes towards bike riding

**OUR VALUES:** Leadership, Collaboration, Sustainability

WestCycle's focus on community engagement and activity aims to create a supportive environment where bike riding is seen as a safe, enjoyable and viable mode of transportation for everyone. WestCycle's focus areas are:

- **Representation** of our stakeholders in our advocacy to government and other agencies in order to deliver improvements in bike riding infrastructure, facilities and attitudes by and towards bike riders.
- **Growth** in the participation through engaging our community
- **Sustainability** of our organisation and community development

## **About the role**

### **Position Overview**

WestCycle is seeking a dynamic and experienced Events Manager to lead the planning, execution and management of its mass participation and community-focused events. This role will oversee a diverse portfolio of events, from large-scale cycling events for adults to community-oriented activities designed to engage families. The ideal candidate will bring a passion for delivering exceptional experiences across all types of events.

## **Key Responsibilities**

### **Event Management**

- Lead the end-to-end planning and execution of all WestCycle run events.
- Lead the on-day event coordination of all WestCycle run events.

- Manage all third-party event logistic providers and contractors to ensure successful event delivery.
- Create and manage event documentation such as event management, risk management and emergency management plans.
- Manage all required approvals for events including Council; Local Police and State Police (Traffic) and Main Roads.
- Manage all aspects of Traffic Management Plans for WestCycle run events.
- Manage a timeline for all key WestCycle events
- Set up event registration systems
- Execute sponsorship agreement deliverables including local government grants
- Coordinate marketing plans with the communications department

### **Finance**

- Develop and manage budgets alongside senior management for all WestCycle run events, accounting for all expenditure on events within budgets.
- Working with senior management to ensure that events are meeting all business financial targets
- Contractor invoice reconciliation and processing.

### **Volunteer Management**

- Manage all volunteer requirements of WestCycle events
- Create and manage a volunteer data base
- Look at opportunities to foster volunteer support and recognition programs

### **Other Duties**

- Fulfil other duties as directed by senior management

### **Skills and experience**

Selection Criteria –

- Possess relevant qualifications in event management or have equivalent practical experience demonstrating a strong capability in managing both mass participation and community-focused events.
- Experience in managing and forecasting event budgets, with the ability to optimise resources and track financial performance.
- Ability to work collaboratively within a team environment while managing individual responsibilities.
- Skills in handling unexpected challenges and emergencies during events, with a proactive approach to problem-solving and risk management.
- Strong computer literacy, including proficiency with event management software and tools.

- Excellent time management skills with the ability to prioritise and manage multiple tasks efficiently.

#### Desirable

- Understanding of the cycling industry including key drivers, challenges and opportunities within Western Australia.
- Knowledge of digital marketing strategies, social media management, and content creation to effectively promote events and engage with diverse audiences.
- Experience developing sponsorship packages and a track record of securing sponsorships

#### **Applying**

To apply please email a cover letter (maximum two page) outlining why you are perfect for the role and a copy of your resume.

**Email:** [sarah.nisbet@westcycle.org.au](mailto:sarah.nisbet@westcycle.org.au)

Applications close **10:30am Friday 13<sup>th</sup> September 2024**

Please ensure you clearly state the 'Event Manager' role you are applying for in the Subject Line of the email.