

## POSITION DESCRIPTION

<b>Position Title:</b>	Marketing and Events Co-ordinator
<b>Cluster / Business Unit / Division</b>	NST
<b>Section or Unit:</b>	NST Industry and Stakeholder Engagement (NISE)
<b>Classification:</b>	Band 4
<b>Position Description Number:</b>	PD-1904
<b>Work Contract Type:</b>	Administration

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### POSITION PURPOSE

The role of the Marketing and & Events Co-ordinator is to project manage and co-ordinate engagement, events and marketing activities of Nuclear Science & Technology (NST) as part of the NST Industry and Stakeholder Engagement Team (NISE). Key activities are to design, draft and continually update marketing collateral including sector based capability directory, brochures and website in conjunction with ANSTO's communication Team. Design and disseminate the NISE newsletter,, assist with case studies, presentations and value propositions, and coordinate internal NST events and ANSTO site tours and engagement activities with ANSTO's industry partners, government and academia.

### ORGANISATIONAL ENVIRONMENT

ANSTO leverages great science to deliver big outcomes. We partner with scientists and engineers and apply new technologies to provide real-world benefits. Our work improves human health, saves lives, builds our industries and protects the environment. ANSTO is the home of Australia's most significant landmark and national infrastructure for research. Thousands of scientists from industry and academia benefit from gaining access to state-of-the-art instruments every year.

NST incorporates ANSTO's research, innovation, landmark research infrastructure and associated platforms and capabilities. NST conducts research and development in relation to nuclear science and technology and connects people, transfers knowledge and provides nuclear-based products and services for the benefit of Australia. Reporting to the Senior Manager, NST Industry and Stakeholder Engagement, the NISE team enables this mission to a wide range of industry sectors and builds key strategic relationships through the successful development and delivery of stakeholder engagement programs and activities.

The NISE team are located in VIC and NSW, serving internal stakeholders at the Lucas Heights and Clayton sites respectively, and a range of Industry clients across Australia. A key mission of the NISE team is to enable NST to initiate a sector based industry engagement model, with the aim to attract, sustain and grow revenue based activities based on the unique capabilities of NST platforms and themes. The Marketing and Events function is key to building awareness of ANSTO's expertise with external stakeholders and strengthening our outreach activities.

### ACCOUNTABILITIES & RESPONSIBILITIES

#### Key Accountabilities

- Manage, plan, develop, execute and refresh marketing collateral including design and create team newsletters to communicate engagement activities to internal ANSTO stakeholders.
- Develop and influence positive collegial relationships across ANSTO, including internal and external partners, stakeholders and suppliers, and foster open and honest communication at all levels.

- Collaborate and work with internal stakeholders to ensuring a continual refresh of NST collateral, current events, funding, policy and industry partnerships are captured and disseminated. .
- Develop and source appropriate ranges of merchandise for general and specific purposes. Maintain event and conference stock, access and warehousing of merchandise.
- Have full responsibility for event project management across all ANSTO sites including travel, accommodation, itinerary's, briefing papers, travel reconciliations, manage expenses against budget, financial and general reporting on project and activity status, handling routine enquiries, event resources, promotion, sourcing venue, and re-routing urgent matters for the attention of other staff.
- Coordinate outreach and promotion to generate awareness of the ANSTO's Australian Synchrotron's event facilities among stakeholder groups
- Contribute to and embrace continuous improvement by identifying and implementing process/system related improvements across all NISE activities working closely with the team.
- Complete activities and tasks within scope, time and budget, working co-operatively and sharing information within the team, taking initiative and offering assistance to others and following through on requests within agreed timeframes.
- Support the Senior Manager with ad hoc administrative duties and manage all information with confidentiality, sensitivity and tact, in a professional manner
- Undertake additional duties as required and during period of leave of other staff.

#### Decision Making

- The position works within a framework of legislation, policies, professional standards and resource parameters. Within this framework the position has some independence in determining how to achieve project and event objectives.
- The position is fully accountable for the accuracy, integrity and quality of the content of services provided, and is required to ensure that decisions in this context are based on sound evidence.
- Determine key work priorities within the context of agreed work plans and will consult with the Line Manager or Project/Conference Organiser on complex, sensitive and major issues that have a significant impact on the Project/Conference/Event.
- The levels of authority delegated to this position are those approved and issued by the Chief Executive Officer. All delegations will be in line with the ANSTO Delegation Manual AS-1682 (as amended or replaced).

#### Key Challenges

- Build on existing knowledge and develop new skills to meet the changing needs of NST.
- Adapting quickly and multi-tasking across a diverse range of internal and external activities.
- Ability to work independently outside business hours and travel to external event locations including occasional interstate travel.
- Developing an understanding and plan of action of specific engagement/project requirements, major issues and key personnel optimising various software programs to capture and report
- Ability to effectively communicate information to all parties involved in projects and events.
- Promptly attending to unforeseen matters that arise requiring urgent attention.
- Capture, harmonise and communicate NST / NISE engagement activities across all ANSTO sites.

#### KEY RELATIONSHIPS

Who	Purpose
<b>Internal</b>	
Line Manager	<ul style="list-style-type: none"> <li>• Receive guidance and direction</li> </ul>

	<ul style="list-style-type: none"> <li>• Provide advice and recommendations on marketing and project/conference co-ordination</li> <li>• Recommend and gain endorsement for project/conference plans and goals and other initiatives</li> <li>• Negotiate and report on budgets and timeframes consistent with project plans and goals</li> </ul>
NST Industry & Stakeholder Engagement Team	<ul style="list-style-type: none"> <li>• Collaborate across projects and develop/drive communication within the team</li> <li>• Minute and note actions from various committee meetings</li> <li>• Manage holistic events programs across sites with the team</li> <li>• Contribute to strategic plans with marketing and outreach focus</li> <li>• Champion change activities, lead and support others in the adoption of new software, process or policy</li> <li>•</li> </ul>
NST Leaders and departments	<ul style="list-style-type: none"> <li>• Liaise and negotiate on project and event forecasting, requirements and planning</li> <li>• Liaise with internal conference organisers/representatives to identify project requirements, timeframes and provide project status updates</li> </ul>
ANSTO business units and divisions	<ul style="list-style-type: none"> <li>• Engage and negotiate provision of support and services on behalf of NST</li> <li>• Key contact in relation to cross-cluster projects and events</li> <li>• Work with other relevant ANSTO staff to ensure branding consistency, source conference materials and identify external event promotion protocols</li> <li>• Communicate effectively with both internal and external stakeholders and suppliers</li> </ul>
<b>External</b>	
National & international bodies, forums and taskforces	<ul style="list-style-type: none"> <li>• Actively contribute and represent ANSTO and the Australian Government position</li> </ul>
Conference participants and partners	<ul style="list-style-type: none"> <li>• Communicate effectively and provide advice and services in relation to conference attendance and participation</li> <li>• Promote and build awareness of ANSTO through productive working relationships with external stakeholders and partners</li> </ul>

## POSITION DIMENSIONS

<b>Staff Data</b>	
Reporting Line	Reports to the Manager Stakeholder Engagement
Direct Reports	None
Indirect Reports	None
<b>Special / Physical Requirements</b>	
Location:	Lucas Heights/Clayton campus Working in different areas of designated site/campus as needed
Travel:	May be required to travel to ANSTO sites and conference locations from time to time involving occasional national travel
Physical:	Office based physical requirements (sitting, standing, some manual handling required with event logistics and set-up, movement around office and site, extended hours working at computer)
Hazardous areas:	May be required to work in radiation areas under tightly regulated conditions

Hours:	Willingness to work extended and varied hours based on operational requirements
Clearance requirements:	Satisfy ANSTO Security and Medical clearance requirements

### Workplace Health & Safety

Specific role/s as specified in AG-2362 of the ANSTO WHS Management System	All Workers  Other specialised roles identified within the guideline a position holder may be allocated to in the course of their duties
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### KNOWLEDGE, SKILLS AND EXPERIENCE

1. Diploma in Business Administration, Events Management or Marketing (or equivalent experience demonstrated in a similar role).
2. Demonstrated experience co-ordinating and managing events, conferences and other projects and initiatives.
3. Demonstrated experience liaising with event conference management providers, revenue providers, printing houses, organising committees and logistic companies.
4. Highly developed administration, organisational, financial management skills.
5. Proven ability to plan, juggle and prioritise multiple tasks and projects whilst meeting strict timelines and budget parameters.
6. Strong service orientation and an ability to effectively communicate at all levels, negotiate and positively influence both internal and external parties.
7. Demonstrated experience in managing effective relationships with key stakeholders and clients.
8. As effective team player, with the ability to work independently and with limited supervision, remotely across sites.

### VERIFICATION

This section verifies that the line manager and appropriate senior manager/executive confirm that this is a true and accurate reflection of the position

Line Manager		Delegated Authority	
Name:	Sandy Haig	Name:	Miles Apperley
Title:	Senior Manager Industry and Stakeholder Engagement	Title:	Head of Research Infrastructure
Signature:	Sandy Haig	Signature:	
Date:		Date:	