

EVENTS AND SPONSORSHIP MANAGER

ABOUT REGIONAL AUSTRALIA INSTITUTE

Regional Australia Institute (RAI) is a national not-for-profit think tank that exists to ensure better social and economic outcomes for people living in regional Australia. We are the only independent group solely focused on issues concerning regional Australia and we are embarking on a new strategy to provide further influence and stakeholder engagement to change the status quo.

ABOUT THE ROLE

The **Events & Sponsorship Manager** is a dynamic communicator who is passionate about regional Australia and would like to make a difference. You are incredibly driven with a self-starter attitude and willingness to overcome challenges. Your ability to build relationships and maintain them will be critical to your success. You will have a minimum of 10 years' experience in event planning, marketing, operational logistics and sponsorship engagement and management. You will be responsible for the successful delivery of the RAI's national events program including the Regions Rising Events Series and ensuring it delivers benefits for both our stakeholders and the Institute. You will also have leadership over other elements of the external activities including the Lightbulb Moments competition and Activating Communities program.

KEY RESPONSIBILITIES INCLUDE

- Assist the RAI leadership team in all aspects of event delivery and sponsorship/partnership engagement;
- Plan, manage and successfully execute all RAI events within the Regions Rising Series;
- Provide seamless end-to-end event management leadership for the Institute, including working with a team to execute all aspects of the events management cycle, i.e. booking venues; manage suppliers; speaker invitations and confirmations; event marketing using multi distribution platform (social media and CRM) and promotional material; and most importantly, the event delivery on the day;
- Manage and deliver each event within the allocated budget and exceed our targets;
- Evaluate each event and report back on event performance;
- Establish and maintain excellent relationships with suppliers and stakeholders – initially manage the sponsorship process from enquiry, application through to contract and delivery, with a view to acquiring sponsors and managing the end to end relationship;
- Lead and deliver the Lightbulb Moments Competition in collaboration with the team utilising the past competitions and expanding the program to a national, state-by-state execution;
- Deliver the Activating Communities program, managing the event administration, being the conduit with the research team to ensure report delivery, and management of the contract is executed as promised;
- Lead the development, management and utilisation of the RAI CRM system; and
- Contribute to the RAI's culture in a positive and productive way and assist with projects as required.



WHAT YOU NEED

- Tertiary qualification in Event Management, Communications, Public Relations, Marketing, or a related field with extensive work experience in the field;
- Experience delivering corporate and community events from concept through to completion;
- Experience managing a community sponsorship program and public sponsorships or grant campaigns;
- Understanding of public relations, marketing, and social media;
- Excellent report writing skills and experience working with budgets; and
- Ability to travel interstate for meetings and events as required.

If you're interested in this role and you believe you have the experience we need, please send your covering letter and CV to:

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