CVM

CITY VENUE MANAGEMENT

POSITION DESCRIPTION

Position Title:

General Manager – Events | Gold Coast Region

Position Classification:

Non-Award Covered

OUR PURPOSE

CREATE EXPERIENCES THAT DELIGHT AND ENGAGE.

At City Venue Management (CVM), every person plays an important role in creating experiences that delight and engage. Our truths are unique to us, they shape how we behave and underpin our purpose. As an employee of CVM you are expected to model behaviour aligned with our truths:

FUN AND ENERGY ARE CONRAGIOUS

Positivity feeds positivity, smiles provoke smiles

People are drawn to environments that are challenging yet enjoyable

Don't wait for others to infect you. "BE THE SOURCE"

NEW KNOWLEDGE DRIVES PROGRESSION

We grow by seeking internally and externally

Education, experience, observing, practicingDon't wait for others to

Seek to understand "BE CURIOUS"

COLLABORATION ENABLES CREATIVITY

Diverse teams working toward common goals develop unique solutions

Respectful, passionate disagreement and refined ideas lead to innovation

Integrated teams leverage "COLLECTIVE GENIUS"

SIMPLICITY ALLOWS AGILITY

It's simple to make things complex and complex to make them simple

Strive to find practical solutions to challenging problems

Big organisations can be fast, "FLEXIBILITY CREATES FREEDOM"

MATURITY IS NOT AN AGE

Empowered to do what you like, maturity is to do what is right

Resilience, compassionate, dependable, courageous

The ongoing commitment to remain consistent "EMBRACE OWNERSHIP"

POSITION PURPOSE

The General Manager – Events is responsible for driving event activation, commercial event revenue and community participation across CVM's venues.

The role develops and cultivates strategic partnerships with local governments, schools, community groups, sporting organisations and other key stakeholders to identify and maximise event opportunities across the region. Working with venue and operational leaders, the role strengthens CVM's event pipeline, increases venue utilisation and supports the delivery of high-quality events that align with client, community and commercial objectives.

The role provides strategic oversight of event development and activation, identifying opportunities to grow revenue, strengthen partnerships and increase participation while ensuring events are commercially viable, operationally achievable and aligned with CVM standards.

RELATIONSHIPS

Reports to: Director of Gold Coast

Staff responsibility: Functional leadership across events and event activation.

Key internal relationships:

- General Managers
- Facility Managers
- Operations Managers and Duty Managers
- Marketing
- Finance
- People & Culture
- Safety and Risk
- Site Support teams

Key external relationships:

- Local Government and Council representatives
- Schools and education providers
- Community groups and organisations
- Sporting organisations and clubs
- Event organisers and promoters
- Commercial partners and clients
- Industry and community stakeholders
- Suppliers and service providers

KEY RESPONSIBILITIES

Event Strategy & Regional Activation

- Develop and implement a regional events strategy that maximises venue activation, commercial event opportunities and community participation.
- Identify opportunities to increase the use and profile of CVM venues through events, programs, partnerships and community initiatives.

- Build a strong and sustainable pipeline of commercial and community event opportunities.
- Work with venue leaders to assess event opportunities and ensure they align with venue capacity, operational requirements and commercial objectives.
- Drive consistency in event planning, activation and stakeholder engagement across the region.
- Monitor event performance and use insights to inform future activation and investment priorities.

Partnerships & Stakeholder Engagement

- Cultivate strong relationships with local governments, schools, community groups and other strategic stakeholders to generate event and participation opportunities.
- Develop partnerships that increase venue utilisation, community engagement and commercial outcomes.
- Act as a senior representative of CVM with key external stakeholders and strategic partners.
- Identify opportunities for collaborative events, community initiatives and regional activations.
- Maintain strong stakeholder relationships throughout the event lifecycle and ensure commitments are effectively managed.
- Represent CVM professionally and build a positive reputation across local communities and industry networks.

Commercial Event Growth

- Drive growth in commercial event booking revenue across CVM venues.
- Identify and pursue new markets, event types, clients and partnership opportunities.
- Work with Sales, Commercial and Finance teams to assess commercial opportunities, pricing, budgets and revenue potential.
- Monitor event revenue, utilisation and commercial performance against agreed targets.
- Identify opportunities to increase repeat business, client retention and long-term event partnerships.
- Balance commercial opportunity with venue capability, customer experience, operational requirements and risk.

Community Participation & Venue Activation

- Develop initiatives that increase public participation and engagement across CVM venues.
- Identify opportunities to connect events with local communities, schools, sporting organisations and community programs.
- Support inclusive and accessible event opportunities that contribute to positive community outcomes.
- Work with venue teams to ensure events enhance the customer experience and strengthen the role of CVM venues within their communities.
- Use participation data, stakeholder feedback and regional insights to identify opportunities for growth.

Event Planning & Delivery

- Provide strategic oversight of major events and regional activations, ensuring appropriate planning, governance and accountability.
- Work with Facility Managers and operational teams to assess event feasibility, resource requirements, venue capacity and operational impacts.
- Ensure appropriate event planning, risk management, safety and compliance requirements are considered.
- Support venue leaders in resolving complex event-related issues, stakeholder concerns or operational challenges.
- Establish clear expectations for event delivery and ensure agreed actions and outcomes are achieved.
- Conduct post-event reviews to identify learnings, opportunities and improvements.
- Leadership & Cross-Functional Collaboration
- Build strong collaboration between Events, Operations, Sales, Commercial, Marketing and venue teams.
- Coach and support venue leaders to identify and develop local event opportunities.
- Share event knowledge, successful practices and stakeholder opportunities across CVM.
- Establish clear accountability for event development, delivery and commercial outcomes.
- Promote a proactive, customer-focused and commercially minded approach to venue activation.

Performance & Continuous Improvement

- Monitor event revenue, venue utilisation, participation, stakeholder engagement and event performance across the region.
- Use data and market insights to identify growth opportunities and inform decision-making.
- Review event processes and systems to improve efficiency, consistency and customer experience.
- Identify emerging event trends, partnership opportunities and community needs that may benefit CVM.
- Ensure events operate in accordance with contracts, company standards, policies, procedures and relevant legislation.

QUALIFICATIONS

Required:

- Blue Card (Working with Children Check)
- Current CPR
- Current First Aid
- Pool Lifeguard Certificate

Desirable:

- Relevant qualification in Event Management, Business, Marketing, Tourism, Recreation or a related discipline.

KEY SKILLS AND EXPERIENCE

- Significant experience in events, venue activation, commercial partnerships, community engagement or a related field.
- Demonstrated experience developing and maintaining strategic relationships with government, schools, community organisations and commercial stakeholders.
- Strong commercial understanding, including revenue generation, event profitability, business development and partnership opportunities.
- Demonstrated ability to identify and convert event opportunities into measurable commercial and participation outcomes.
- Strong stakeholder engagement, negotiation and relationship management skills.
- Experience managing complex events, activations or programs across multiple stakeholders and/or venues.
- Strong strategic thinking, planning and problem-solving capability.
- Ability to influence and collaborate across multiple teams and sites without relying solely on direct reporting relationships.
- Strong understanding of customer experience, community participation and venue utilisation.
- Ability to balance commercial outcomes, community expectations, operational requirements, safety and customer experience.
- Strong analytical capability, with the ability to use data and insights to identify opportunities and measure performance.

ALIGNMENT TO OUR 5 TRUTHS

Fun and Energy are Contagious: Creates positive energy around events and activations, building enthusiasm among teams, partners, customers and communities.

New Knowledge Drives Progression: Continually develops knowledge of event trends, community needs, customer expectations and commercial opportunities and uses this knowledge to improve CVM's event offering.

Collaboration Enables Creativity: Builds strong partnerships across CVM and with external stakeholders to develop innovative events, activations and participation opportunities.

Simplicity Allows Agility: Looks for practical ways to simplify event planning, stakeholder engagement and activation processes while maintaining appropriate commercial, operational and safety controls.

Maturity is Not an Age: Demonstrates sound judgement, commercial awareness, accountability and professionalism when managing complex stakeholders, competing priorities and high-profile events.

LEGAL REQUIREMENTS

QLD Child Protection Act

It is an offence under the QLD Child Protection Act 1999 for a person convicted of a serious offence to apply for or perform this position. The QLD Child Protection Act 1999 requires the following to be completed:

- Any person in this position must hold and maintain a current Positive Notice and Blue Card from the Commission for Children & Young People & Child Guardian.

Duties under WH&S Act

Under the Work Health & Safety Act 2011 an employee, whilst at work, must:

- Take reasonable care for his or her own health and safety.
- Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons.
- Comply, so far as the employee is reasonably able, with any reasonable instruction given by the person conducting the business to allow that person to comply with this Act.
- Co-operate with any reasonable policy or procedure of the person conducting the business relating to health or safety at the workplace that has been notified to employees.

ACKNOWLEDGEMENT

By accepting this position, I acknowledge that I have read and understand the expectations of this role as outlined in this position description.

I understand that I am required to comply with all City Venue Management policies and procedures, and that these form part of my employment obligations.

I confirm that I will act in accordance with these requirements at all times.