

JOB DESCRIPTION

Benchmark Job #267

Ministry: Health
Branch: Communications
Location: Victoria

Working Title:
Level:
Classification:

Event Coordinator
Range 18
Communication Officer

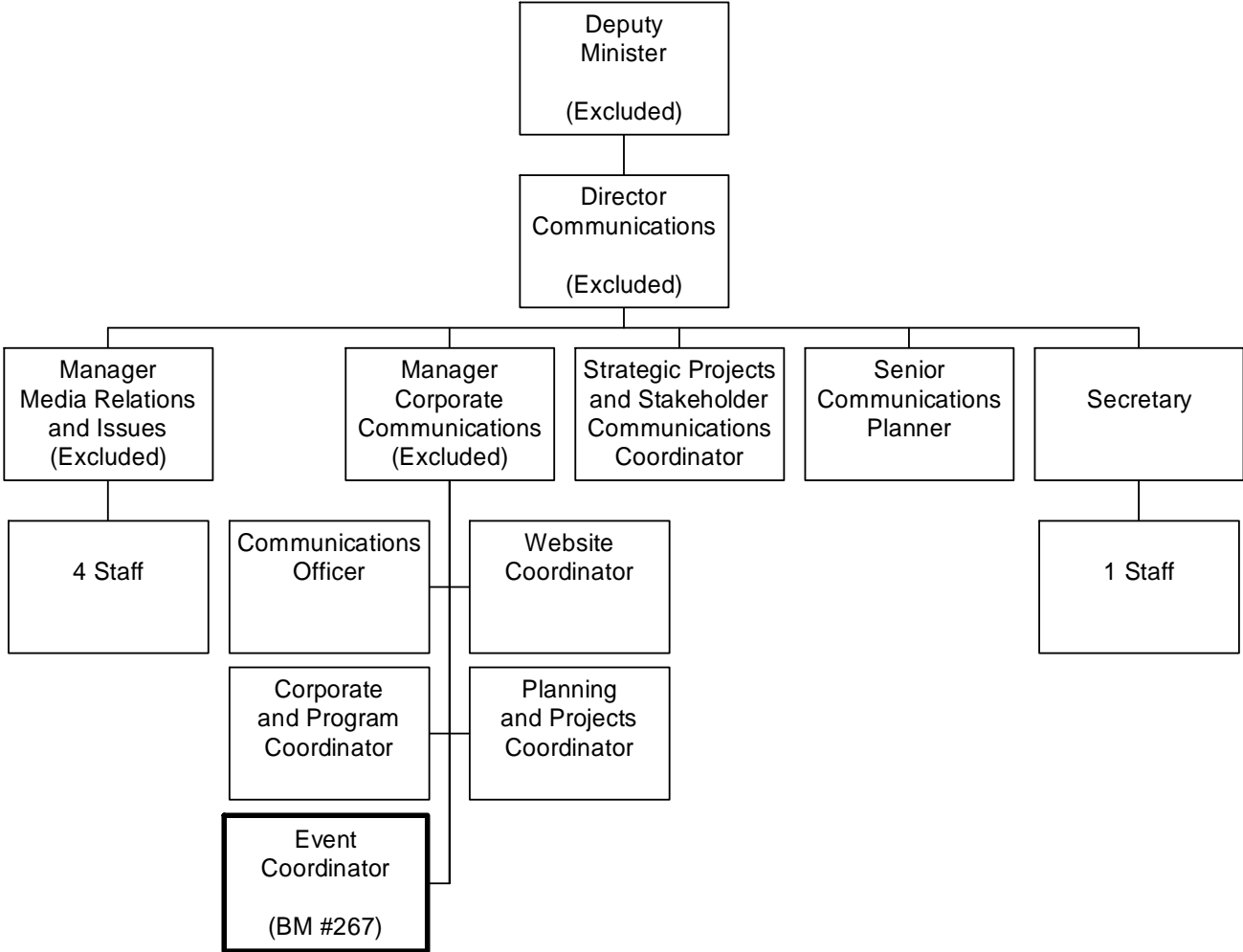
PRIMARY FUNCTION:

To organize and coordinate high profile events, projects and promotional opportunities for the Minister and Ministry.

JOB DUTIES AND TASKS

1. Coordinates a wide variety of high profile public events, projects and promotions
 - a. liaises with the Minister's and Premier's Office to provide agenda recommendations, event requirements and briefing and speaking notes
 - b. identifies, plans, and supports events for the Minister and, as required, for the Premier's Office
 - c. briefs the Minister personally on the parameters, logistics and protocol requirements of each event
 - d. prepares news releases, speeches, newsletters, bulletins and other written communications to inform the media, interested agencies and the public of ministry events, promotions, and projects
 - e. coordinates the approval process of events-related media materials
2. Coordinates the logistics for each event and project
 - a. arranges and organizes travel, accommodation, meals and other related requirements for the Minister and other VIP's
 - b. represents the ministry at events, including greeting the media
 - c. provides responses to requests for information from the media and public
 - d. liaises with event hosts, sponsors and media to determine agenda and timing, audience profile, invited guests, required equipment and supplies, etc.
 - e. ensures acquisition and distribution of materials required at events
 - f. explains event requirements to contract service providers
 - g. travels to event sites
 - h. purchases goods and services required for events advertising, publications and promotional projects such as plaques or food and beverages
3. Supports special events, project planning and public awareness
 - a. provides advice to other ministry staff regarding related activities
 - b. develops and recommends promotional and event content to the Director
 - c. coordinates resources and overall events planning to eliminate conflicts
 - d. plans logistics for events which ensure public and staff awareness, support, and participation
 - e. maintains statistics such as media attendance at events

ORGANIZATION CHART
Benchmark Job #267



REASON FOR CLASSIFICATION

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Job Title: Event Coordinator

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand the principles of communications to plan the logistics and coordinate and organize high profile events, projects and promotional opportunities.</p>	G	250
2	<p>MENTAL DEMANDS Judgement to apply structured study, analysis and interpretation to determine client needs for the Minister and/or Premier's Office and choose an approach using a combination of accepted promotional and event organizational techniques to coordinate a wide variety of high profile events, projects and promotional opportunities.</p>	E	150
3	<p>INTERPERSONAL COMMUNICATIONS SKILLS Discretion required to exchange information regarding event requirements, schedules, and messages with Minister's Office and event hosts, sponsors and media.</p>	C	30
4	<p>PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to input information into computer to produce news releases, speeches, newsletters, bulletins and other written communications with some requirement for speed to meet the Minister's and media deadlines.</p>	C	15
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by policies and standards on events coordination, applies accepted work methods in different ways to organize a wide variety of high profile public events, projects and promotional opportunities, determine and make arrangements to ensure satisfactory event outcomes and commit the ministry to event site, resources, materials and costs.</p>	E	120
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Moderate financial responsibility to provide cost data for input to purchasing decisions requiring knowledge of events coordination.</p>	D	22.5
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Moderate responsibility to drive to event sites to coordinate event logistics.</p>	C	15

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FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	<p>RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to provide formal instruction to other staff on event, projects and promotional opportunities for the Minister and ministry.</p>	B	9
9	<p>RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Limited care and attention to drive vehicle as the driver of convenience to event sites to coordinate event logistics and meet with event organizers and suppliers.</p>	B	10
10	<p>SENSORY EFFORT/MULTIPLE DEMANDS Focused requirement to frequently balance event schedules, ensure proper production of materials and coordinate resource requirements.</p>	C	12
11	<p>PHYSICAL EFFORT Moderate physical effort to frequently visually focus attention to view pamphlets, agendas, brochures, itineraries, speeches, etc.</p>	C	12
12	<p>SURROUNDINGS Exposure to frequent overnight travel to inspect event sites and arrangements and liaise with hosts, sponsors and media.</p>	C	6
13	<p>HAZARDS Limited exposure to hazards from regular driving to attend event sites to coordinate event logistics and meet with event organizers and suppliers.</p>	B	4

Total Points: 655.5

Level: Range 18