

POSITION DESCRIPTION

Summary Information

Position Title:	Professional Development Coordinator
Division:	Professional Development
Location:	Melbourne Camberwell
Reports To:	Team Leader, Event Delivery
Approved By:	General Manager, Education
Date approved:	February 2018

Main Purpose of the Role

Reporting to Team Leader, Event Delivery, the primary function of this role is to ensure the smooth delivery of the Australian Physiotherapy Association's (APA) Professional Development (PD) events through high quality end-to-end logistical coordination and service delivery. This role also coordinates the various marketing requirements of the PD unit.

Reporting Relationships

This role reports to the Team Leader, Event Delivery, within the Professional Development Group.

Other Key (non-reporting) Relationships

Key relationships include:

- Other Event Delivery team members to ensure knowledge and idea sharing, consistency in delivery, problem solving and best practice management
- Product Development Team to ensure event content is up to date and any participant feedback of content or delivery is actioned accordingly and events coordinated and delivered as per plan and budget.
- Regional and Branch staff, particularly Branch Coordinator/Manager and PDOs to ensure state-specific considerations are taken into account in decision-making
- Marketing staff to ensure marketing materials and information pertaining to dates, venues, presenters etc. are accurate and up-to-date, and events within remit are appropriately marketed
- External stakeholders including National Groups, presenters, partners, convenors etc. to ensure exceptional service in the coordination and delivery pre, during and post event.

Key Responsibilities

- Coordinating the logistics of delivering events, including where required, venues, catering, AV, equipment, presenter-related logistics
- Assist, provide insights and input into the development of the annual Professional Development portfolio plan, individual product plans and event budgets
- Ensuring all events are run professionally, achieving the highest standards in customer service and logistical execution
- Liaising with internal teams to ensure knowledge and idea sharing, consistency in delivery, problem solving, innovation and best practice management
- Liaise with internal and external suppliers to ensure printing and delivery of presenter materials and course manuals

- Coordinate the marketing requirements of the business unit, including PD marketing conceptualisation, preparation of marketing briefs, devising copy for print and online marketing avenues pertaining to PD marketing.
- Continue to innovate and contribute to process improvement
- Negotiation with suppliers to ensure best commercial outcomes for APA
- Liaison with National Groups and other volunteer groups where appropriate
- Facilitating events on-site, including set-up, presenter liaison and pack-up where required
- Financial management of event-related expenses, including proactively seeking cost or process efficiencies
- Setting up, administering, collating, distributing and actioning where appropriate post-event evaluations and feedback
- Accurate event database administration
- Coordination of other tasks and special projects as allocated by the Team Leader, Manager PD and GM PD and Member Groups as they arise

Selection Criteria

- Qualification in business, event management or similar is a requisite, as is previous experience in event management.
- Marketing experience desirable
- High level of interpersonal and communication skills
- Financial literacy, including proven ability to create, modify and review budgets
- High degree of professionalism and commitment to customer service excellence
- Enthusiastic outlook and proactive approach to self-improvement
- Team-focused attitude and ability to work in a virtual interstate team

Special Requirements

This role may require some weekend and after-hours work in order to deliver events scheduled during those periods.