

POSITION DESCRIPTION

MANAGER MEMBERSHIP AND MAJOR EVENTS

Position Information

The Queensland Council of Social Service (QCOSS) is Queensland's peak body for the social service sector. Our Vision is to achieve equality, opportunity, and wellbeing for every person, in every community.

QCOSS is a conduit for change. We bring people together to help solve the big social issues faced by people in Queensland, building strength in number to amplify our voice. We create positive social change through our work in effective advocacy, influencing policy development, engaging, and empowering our members, the social service sector, and communities. QCOSS is part of the national network of Councils of Social Service lending support and gaining essential insight to national and other state issues.

QCOSS is an equal opportunity employer. We acknowledge the Aboriginal and Torres Strait Islander people as the traditional custodians of the land in which we live and work and therefore, support their right of self-determination. We are committed to creating an inclusive environment where employee diversity such as gender, age, culture, disability (physical or mental health), religion, sexual orientation, etc., are recognised and celebrated.

Position Purpose:

The Manager Membership and Major Events is responsible for growing QCOSS' membership base, strengthening member retention and leading the delivery of QCOSS' flagship events.

The role is accountable for developing and implementing strategies that increase membership value, grow participation in QCOSS events, expand sponsorship and partnership opportunities, and enhance engagement with the community services sector.

The position leads the planning and delivery of QCOSS' major events, including the Queensland Community Impact Awards, QCOSS Conference and Budget Breakfast, and works collaboratively across the organisation to ensure events, membership growth and engagement activities contribute to QCOSS' strategic objectives.

Reports to:

Director Operations

Team/Unit/Office:

Operations Team, Brisbane (West End)

Qualifications and Experience:

Relevant tertiary qualification in business, marketing, communications, event management, stakeholder engagement or a related discipline, or equivalent experience.

Substantial experience in membership growth and retention, major event delivery, sponsorships or partnerships, stakeholder engagement, project management or a related field.

Hours of Work and Term of Employment:

Full-time (38 hours/week) permanent position.

This position provides flexible working conditions, including hybrid work, flex and time off in lieu provisions.

Salary/Classification:

QCOSS/TSU Enterprise Bargaining Agreement 2023 Level 7 \$129,734-\$135,159 per annum. Super of 13 per cent in addition to salary packaging benefits apply.

Key Responsibilities and Outcomes

Membership Growth and Retention

- Develop and implement the membership growth strategy.
- Identify opportunities to attract new members and increase member retention.
- Analyse membership trends, opportunities and risks.
- Build relationships with prospective and existing members.
- Develop strategies to strengthen engagement across the breadth of member organisations, facilitating meaningful connections with frontline staff, managers, executives and board members to enhance member value and retention.
- Work with QCOSS' Communications Team to inform the delivery of targeted membership acquisition and retention marketing campaigns.
- Oversee membership-related record keeping and reporting to senior leadership and board.

Major Event Production

- Lead the design, planning, delivery and evaluation of major QCOSS events (Budget Breakfast, Community Impact Awards and bi-annual Conference).
- Develop event project plans, budgets and risk management frameworks.
- Manage suppliers, venues, production partners and contractors.
- Ensure events deliver a high-quality participant experience and achieve strategic objectives.

- Monitor event performance and identify opportunities for improvement.

Sponsorships and Partnerships

- Develop sponsorship strategies for major events.
- Identify and cultivate sponsors and strategic partners.
- Manage sponsorship relationships and deliver sponsor benefits.
- Contribute to organisational revenue diversification opportunities.

Strategic Growth

- Identify opportunities to strengthen member engagement through events.
- Develop opportunities to convert event participants into members.
- Monitor participation and growth metrics across all QCOSS events and engagement activities.
- Provide strategic advice on emerging opportunities to grow QCOSS' reach, influence and sustainability.

Relationship to the Communications Team

Reporting to Operations, the Manager has accountability for:

- Membership growth
- Membership retention
- Sponsorships and partnerships
- QCOSS Conference
- Queensland Community Impact Awards
- Budget Breakfast

While Communications retains accountability for:

- Brand
- Marketing
- Campaigns
- Content
- Design
- Media
- Digital channels

The Operations role owns the strategy, revenue, relationships and delivery, while Communications owns the channels, storytelling and promotion.

Judgement, Reasoning & Problem Solving

While reporting to the Director Operations you will be expected to operate autonomously and as an effective and contributing team member. You must have the ability to think

laterally and apply professional judgment to situations, develop models for analysing issues, demonstrate initiative and draw on your existing knowledge, skills, and experience to manage extensive programs or projects in accordance with organisational objectives.

You will be responsible for multiple projects and will be expected to manage competing work pressures, including being able to communicate requirements for additional support and/or resources. You will however defer to the Executive Director where there is a requirement to elevate a situation outside of your scope of experience and/or knowledge or for issues of a sensitive nature.

Behaviours

You will be expected to model respectful, professional, and sensitive approaches in your work, adhere to the organisation's policies and procedures, and in doing so demonstrate our organisational values of:

STRENGTH

OPTIMISM

RESPECT

QCOSS employees are expected to demonstrate awareness and respect for First Nations Peoples cultures, histories and traditions and social issues that may impact on their ability to engage and participate in programs and services.

Interpersonal Skills/Communication

You will be expected to take personal responsibility for achievement of your own work, set priorities within established plans with guidance from your manager, display initiative and focus on achieving team and organisational objectives.

The ability to listen to seek understanding is essential in addition to working collaboratively, building, and maintaining professional relationships internally and externally and resolving conflict. Producing work which is accurate is a critical requirement of the role.

Selection Criteria

1. Relevant tertiary qualifications in business, marketing, communications, event management or a related discipline, with substantial relevant experience (at least five years) in membership growth, stakeholder engagement, major events, partnership management or similar fields.
2. Exceptional organisational skills, with demonstrated ability to operate with a high degree of autonomy and professional judgement, manage competing priorities, and translate organisational objectives into high-quality engagement activities with measurable outcomes.
3. Experience producing complex, high-profile events, including leading end-to-end design, planning, budgeting, risk management, delivery and evaluation, and managing concurrent priorities, venues and suppliers.
4. Demonstrated success in growing and retaining a membership or customer base, using data and insights to identify opportunities, develop value propositions, and convert engagement activities into growth.
5. Highly developed relationship management skills, with demonstrated ability to build productive relationships with members and potential members, sponsors, partners, community sector organisations and internal stakeholders.

6. Proven ability to work effectively across internal and external stakeholders, influence outcomes without formal authority, and lead cross-functional project teams where team members are not direct reports.
7. High-level written, verbal and analytical skills, including the ability to prepare compelling business cases, sponsorship proposals, project plans, budgets, risk management plans, reports and executive briefings.
8. Advanced capability with Microsoft 365, CRMs (preferably Dynamics 365), event platforms and reporting tools, with the ability to maintain accurate records, monitor performance metrics and use evidence to support continuous improvement.
9. Commitment to social justice, QCOSS values and the role of the community services sector in supporting vulnerable Queenslanders.

Additional Criteria/Information

- This position will require out of hours work.