

GRASS Committee Role Description Events Secretary

Overview

The Events Secretary is responsible for developing, planning, implementation, and oversight of GRASS events as designated by the GRASS Committee. The Events Secretary works closely with committee members to ensure that all events are delivered on time, within budget, and at the desired level of quality. The Events Secretary cultivates positive long-term relationships with all event stakeholders, especially committee members and sponsors, and seeks to consistently improve event execution and revenues. The Events Secretary is also responsible for providing support to other community organisations events to help ensure their success, when requested by the GRASS committee.

The Events Secretary reports directly to members at GRASS committee meetings. Given the small size of the organisation, the Events Secretary must be a self-motivated team player, willing to tackle “other duties as assigned” to ensure the overall success and sustainability of GRASS events.

Essential Functions

Develops and manages an annual event plan to ensure that the GRASS event calendar is coordinated to maximize value to community without being overwhelming.

Ensures the website is kept up to date by communicating with the Secretary.

Event dates are publicised to the community as early as possible to avoid schedule conflict with other events.

Develop annual report of activities, successes, and future plans, to be presented to committee and funding sources.

Annual event plan covers recurring GRASS events, programs, and Organisational gatherings, including, but not limited to:

- GRASS AGM
- Cliftonville Games
- Cliftonville in Bloom Launch
- Cliftonville in Bloom Prizegiving
- GRASS Children’s Christmas Party
- Gordon Road Garden Tidy
- GRASS Beach BBQs

Event Planning and Promotion

- Produce detailed proposals for events (e.g., timelines, venues, suppliers, legal obligations, staffing and budgets)
- Develop and manage event budgets
- Create procedures for all major processes
- Administer events and activities in accordance with the policies, strategies, and mission of GRASS
- Plan and coordinate event-related services and general event logistics, including but not limited to:

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- Facilities/amenities
 - Reservations
 - Signage
 - Displays
 - Special needs requests and requirements
 - Event security
 - Marketing and publicity
 - Event-related materials (e.g., handouts, giveaways)
- Develop and manage event organisation structure and procedures, motivation of volunteers, income and expenditures, community relations, service and promotion
- Coordinates contract negotiations with groups and venues, negotiating contracts with service providers and suppliers such as caterers, hotels, attractions, venues, agencies, etc; final approval authority of all contracts is provided by the Chairperson and the Committee.

Event Execution

- With support from the Committee, coordinates volunteers for designated events and programs.
- Maintains direct, regular contact with personnel from the various outside organisations
- Prepares and sends timely communications such as save-the-date notices and invitations and works with media and marketing vendors to develop advertising materials and marketing plans
- Maintains continuity and consistency with GRASS branding and reputation by standardising event operational procedures
- Attends all GRASS events and acts as the key contact to ensure success
- Monitors activities to ensure conformance with the GRASS Constitution and guidelines
- Develops and maintains positive working relationships with other agencies, community organisations, economic development, tourism, and local officials to further promote GRASS
- Attends local community events to raise awareness of GRASS and obtain local support for solicitation opportunities

Event Follow-Up

- Prepares timely thank-you notes to speakers, sponsors, and key volunteers after events
- Conducts post-event evaluations and debriefs to determine how future events can be improved
- Maintains all necessary records associated with each event, communicating with the GRASS Treasurer to ensure all revenues are being billed and collected in a timely fashion
- Update's checklists, templates, project plans, and other tools to streamline and simplify execution the next time a similar event is conducted

Finances and Revenue Generation

- Solicits, secures, and grows sponsorship relationships and grants for each event.
- Monitors expenses with respect to budget and recommend areas for cost- savings
- Reviews actual revenues and expenses versus budget frequently with Treasurer and Chairperson

General GRASS Programming Support

- Contributes to enhancing member relations process as needed (e.g., responding promptly to emails and phone calls, attending meetings, etc.)

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- Enhances GRASS visibility with such social media sites as Facebook, Twitter, Linked In, and others, shares event calendar on the GRASS website.
- Attends other organisations meetings to stay informed on events and happenings in community.
- After each event will inspect GRASS equipment for maintenance and upkeep.

Administration

- Regularly meets target dates for deliverables by establishing correct priorities, developing a suitable work plan, and then managing work time accordingly
- Prepares frequent update communication to Committee of activities, progress and needs
- Prepares monthly reports of key events and activities for the Committee
- Regularly coordinates and communicates activities with Committee members
- Manages committees as assigned; prepares minutes for committee meetings and reports progress

GRASS's Commitment to You

By accepting the role of Events Secretary, the GRASS committee will commit to support you in this role, ensuring that members respect the positive contribution you are making to the street scheme on a voluntary basis.

If you are in any doubt about any element of being the Events Secretary, would like some help with planning any events, or would like some help with any other aspect of your role, please do approach the Chair, who will be happy to assist.

The street scheme also commits to refunding any prior approved expenses necessarily incurred on behalf of GRASS in a timely manner.

Your Commitment to GRASS

The term of office for the role of Events Secretary is twelve months and requires an estimated minimum commitment of 24 hours per month / 288 hours per year.

The Events Secretary shall be a regular attendee at GRASS Committee meetings, which are held FOUR times a year, attend the Annual General Meeting and General Meeting, and participate at as many GRASS events as possible.

Most administration tasks for the role can be carried out from home on a computer or tablet device. The Events Secretary must have access to their own personal IT equipment.

The Events Secretary must be prepared to install and use the events@grasscliftonville.org email account on their own computer or tablet device and must use this account for all GRASS related communications.

Declaration

I hereby acknowledge that I have read, understand and agree to take on the role of Events Secretary on the GRASS Committee.