


POSITION DESCRIPTION

Event & Partnerships Specialist

ReadyTech (ASX:RDY) exists to help communities thrive, and ReadyTechers flourish on making that change happen.

They enjoy taking on challenges that matter to our customers, communities, and the world – and working to solve them with incredible technology that helps navigate complexity, while also delivering meaningful outcomes.

ReadyTechers are enterprising, and hungry to make a difference. But, more than ever, ReadyTechers are *ready for anything*.





POSITION DESCRIPTION

Title	Event & Partnerships Specialist	Location	Sydney, NSW (preferred)
Report to	Head of Brand & Communications	Direct report(s)	N/A

The purpose of this role

The Event & Partnership Specialist is responsible for designing and delivering high-impact brand experiences that elevate ReadyTech's presence, deepen relationships, and drive meaningful engagement with our priority audiences.

Reporting into the Head of Brand & Communications and working closely with Industry Marketing, this role owns our signature events and sponsorship activations – from curated customer gatherings to third-party industry partnerships and conferences. It plays a key role in shaping how ReadyTech shows up in market and brings our brand to life through thoughtfully executed experiences.

This role suits a hands-on event marketer who is just as comfortable shaping event strategy as they are in the details of production, logistics, messaging and measurement. You're a natural organiser, strong communicator and thrive in environments where no two activations are the same.

The key accountabilities of the role

- Lead the end-to-end planning, execution, and evaluation of ReadyTech's brand and industry events program.
- Manage sponsorships and partnerships with third-party organisations – ensuring alignment with brand goals and audience reach.
- Collaborate with Industry Marketing to deliver vertically tailored event experiences that support awareness, education, and demand generation.
- Work closely with Brand, Content, and Growth teams to ensure consistent messaging, visual identity, and follow-up across all activations.
- Support reporting on event performance, including attendance, engagement and downstream outcomes.
- Be a proactive champion for brand experience – bringing fresh ideas and best practices to the table.



The key responsibilities of the role

- Plan and manage ReadyTech-owned events (physical, virtual and hybrid) including strategy, logistics, stakeholder alignment, promotion and run-of-show.
- Oversee ReadyTech's presence at third-party conferences and exhibitions – from sponsorship negotiation to stand design, speaker placement, and lead capture.
- Build and manage relationships with key industry associations and partners to unlock event opportunities and collaborations.
- Own and maintain the central events calendar, aligning timing, messaging and themes with broader campaign activity.
- Partner with Industry Marketing Leads to localise and tailor event content and targeting by segment.
- Collaborate with Brand & Content to ensure each event reflects the brand and provides reusable content or storytelling moments.
- Work with Marketing Ops & Growth teams to ensure campaign support pre- and post-event, including lead nurture and ROI tracking.
- Manage agency and vendor relationships where relevant to deliver exceptional event experiences.

The ideal candidate will have these:

1. Skills	<ul style="list-style-type: none">• Strong planning and project management – able to juggle multiple timelines, stakeholders and moving parts.• Excellent verbal and written communicator, with an eye for detail and quality execution.• Relationship-builder with strong negotiation skills and a proactive, partnership-first mindset.• Creative thinker with the ability to bring energy and innovation to event formats and activations.• Calm under pressure and thrives in fast-paced, dynamic environments.
2. Knowledge	<ul style="list-style-type: none">• Deep understanding of event strategy and logistics, from in-house to third-party environments.• Familiarity with sponsorship and partnership planning, ideally in B2B or SaaS industries.• Comfortable working across hybrid and virtual event platforms, and using digital tools to support event promotion and follow-up.
3. Experience	<ul style="list-style-type: none">• 5+ years' experience in events, experiential marketing, or partnerships – ideally in a B2B marketing team.• Proven success delivering a diverse portfolio of events across formats, industries, and audience sizes.• Experience managing third-party sponsorships and collaborating with industry associations or media partners.