

Job Description

Service:	Parks and Countryside
Job title:	Event Development Manager
Grade:	G
Hours of work:	37 over 7 days
Responsible to:	Commercial Manager
Responsible for	
Direct reports:	Event Support Officer
Indirect reports:	40+ Volunteers
Budget:	Allocated Budget

Purpose of Post:

Huntingdonshire District Council are fortunate to maintain and operate a wealth of beautiful parks and countryside spaces on behalf of residents, inclusive of Paxton Pits Nature Reserve, Hinchbrook Country Park, Priory and Riverside Parks in St Neots and Riverside in Huntingdon, to name a few. The focus of this role would be to ensure the effective, safe and successful delivery of events for residents of Huntingdonshire across the district.

You will be responsible for operational delivery of all events, some of which will be led by staff of Huntingdonshire District Council, but many of which you will coordinate as community activities, encouraging healthy outdoor activities as part of a commercially viable programme.

You will be responsible for leading and developing a re-write of our events policy for external providers who wish to hold their own events on council owned land, working with key internal and external stakeholders to ensure the policy meets requirements of both our residents and their council.

This role will be responsible for identifying and maximising opportunities across the district, horizon scanning and monitoring trends across outdoor visitor attractions to ensure we are innovative, and competitive when residents are thinking about how to spend their leisure time. The role holder will be expected to test and trial new ideas as appropriate.

This role will contribute to the sustainable and exciting future for the council's parks and countryside through district – wide event programming, taking a thematic approach, implementing key event planning tools and maximising cohesion and commercial success across departments. Ensuring we are engaging and providing the best service for as many residents as possible across the district, as well as capitalising on income generating opportunities, enabling us to continue to manage these amazing spaces for the benefit of residents and future generations.

This operational role will feed directly into the priorities of the corporate plan and Huntingdonshire Futures Place Strategy and will be expected to attain measurable outcomes:

Priority1: Improving quality of life for local people.

Priority 2: Creating a better Huntingdonshire for future generations.

Priority 3: Delivering good quality, high value-for-money services with good control and compliance with statutory obligations.

Key Deliverables:

Do:

Line Management of the Events Support Officer, working with them, and the wider team to further develop a high quality, district -wide events offer, maximising opportunities, driving efficiencies, economies of scale, negotiating contracts with suppliers, licensees, concession holders and external event organisers.

Lead on the development and delivery of a co-created, district – wide events strategy, working with the wider team, residents, volunteer groups and other external stakeholders to create a programme of events, in our beautiful parks and countryside spaces that Huntingdonshire residents can be proud of.

Successful planning, administration, execution and review of annual event programme, including acting as ‘Event Manager’ on event days.

Oversee delivery and marketing of the annual events programme, to maximise attendance, sponsorship and diversify our audiences.

Maximise opportunities for engagement and income generation to deliver against key targets and KPIs.

Responsible for Health & Safety on HDC (Huntingdonshire District Council) event days, and ensure where relevant, both HDC and external event organisers are attending the SAG (Safety Advisory Group).

Utilise and further develop our in – house events planning tools, to help make well-informed decisions and maximise income and engagement opportunities.

Deliver monitoring and evaluation of events programme, inclusive of post event surveying, trip advisor reviews, social media response etc.

Working with internal and external stakeholders to deliver an enhanced and future-fit events policy and pricing framework.

Work with commercial and wider team to ensure cohesion and efficient programming of events and activities across the district, to enhance customer satisfaction, ensure appropriate land use and minimise complaints from external event organisers and regular activity providers.

Further build and lead an effective team of Events Volunteers to enable effective delivery of the Events Programme.

Development of and managing the events booking system to maximise ticket revenue.

Work with the Commercial Manager and wider team to implement a ‘test and trial’ approach to our events programming, sensitive to the needs of existing visitors to our spaces, taking in to account visitor trends and market benchmarking, to enable us to grow and diversify our audiences across the district.

Provide a customer focussed service, which is efficient, effective and responsive to the needs of both internal and external customers.

Implementing and maintaining Standard Operating Procedures for event activity.

Compliance with relevant legislation, regulations and creating a culture where everyone feels welcome. Fostering a safe and legal environment for all staff and visitors.

Enable:

Recruitment and selection of staff and volunteer team members, associated training, continuous development and performance.

Strong relationships to be built with internal team, local community groups, stakeholders and partners. Ensuring all interested parties understand our vision, our programme and feel they can maximise opportunities too.

Work with Commercial Manager to develop financial modelling to support future upscaling of delivery.


Influence:

Work with the Commercial Manager, Project Manager and wider team to use your creativity and expertise in event planning to effectively minimise and/ or mitigate disruption to our events programme at Hinchingsbrooke Country Park, while a new visitor centre is being built.

Work with special interest groups to provide guidance, support and advice for delivery of events on our land, in line with our vision for Parks and Countryside.

<p>Knowledge and Qualifications</p> <p>The minimum knowledge required to undertake this role and any qualifications or training essential for the role</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>(E) Educated to degree level/ and/ or relevant event management qualification or equivalent professional experience</p> <p>(E) Proficient use of Microsoft packages</p> <p>(E) Must hold a full UK driving license, as role will involve travel between sites</p> <p>(E) Good knowledge of:</p> <ul style="list-style-type: none"> - Risk Assessments - Health & Safety Issues - GDPR and Information Security - Accessibility issues and solutions
<p>Experience</p> <p>Experience the person would need to do the job</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>(E) Demonstrable experience of delivering outdoor large-scale events and/ or experience of event programming within the visitor attraction industry</p> <p>(E) Leading, supporting and motivating volunteers</p> <p>(E) Line Management of staff and leading small/ medium projects</p> <p>(E) Evidence of excellent stakeholder management, working well with suppliers, partners and special interest groups to lead successful events</p> <p>(E) Leading event marketing campaigns to drive attendance</p> <p>(D) Experience of analysing and interpreting data in a visitor environment.</p> <p>(D) Prior experience of developing an events strategy and event planning/ project management tools to aid delivery.</p> <p>(D) Awareness of issues facing local government and the public sector.</p>
<p>Skills and Abilities</p> <p>Specific skills the applicant would need to do the job</p> <p>(E) Essential</p>	<p>(E) Clear and concise written and spoken communication skills</p> <p>(E) Ability to present written information in a structured and balanced way appropriate to the needs of the reader.</p>

<p>(D) Desirable</p>	<p>(E) Negotiation and persuasion skills, when working with suppliers, partners and other stakeholders.</p> <p>(E) Highly analytical, utilising data to make well-informed decisions.</p> <p>(E) Turning creative ideas into reality.</p> <p>(E) Awareness of financial management processes and understanding of commercial reporting.</p> <p>(E) Ability to support, motivate and train staff and volunteers to develop their potential.</p> <p>(E) An ability to manage conflict between different user groups</p> <p>(E) Effective time management skills and ability to prioritise multiple objectives</p>
<p>Decision Making and Impact on Others</p> <p>What impact the reasons made by the post holder would have on others across the Council</p>	<p>Represent HDC in a positive manner, give advice and provide accurate information to the visiting public on a regular basis.</p> <p>Promote best performance and encourage staff to think and act independently where appropriate.</p> <p>Make decisions and solve problems as a matter of urgency.</p> <p>Plan flexible work programmes that consider the various needs of the users, events, the weather as well as the availability of staff and resources.</p> <p>Take responsibility for the outcomes and impact of decisions and those they delegate.</p> <p>Managing the recruitment process for staff within the team</p>
<p>Communication with Internal and External Customers</p> <p>What customers the applicant would be in contact with in the job</p>	<p>The post holder will work predominantly with external customers, suppliers, visitors, staff and volunteers offering an exemplary service.</p> <p>Internal customer contact: 30%</p> <p>External customer contact: 70%</p>

	<p>The Events Development Manager will communicate with a wide range of members of the public, contractors, volunteers, special interest groups, other public bodies and organisations by email, telephone and face to face.</p>
<p>Personal Attributes and Other Requirements</p> <p>In this section please list any other qualities you are looking for from the applicant</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Customer centricity, with a 'can-do' attitude whilst maintaining an eye for detail is essential.</p> <p>A self-motivated, enthusiastic person with a positive outlook, decisive and consistent with the ability to adapt to change and competing demands.</p> <p>A good team worker and effective leader demonstrating loyalty and commitment to the organisation and team members.</p> <p>A true 'people person' who builds and maintains relationships by engaging stakeholders to establish credibility, solve problems, build consensus and achieve objectives.</p> <p>A flexible attitude to working hours to meet the demands of the customer.</p> <p>Ability to offer remote support and advice, based on information available.</p>
<p>HDC values</p> 	<p>The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team.</p> <p>Inspiring: We have genuine pride and passion for public service; doing the best we can for customers.</p> <p>Collaborative: We achieve much more by working together, and this allows us to provide the best service for customers.</p> <p>Accountable: We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.</p> <p>Respectful: We respect people's differences and are considerate to their needs.</p>

	Enterprising: We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.
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Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.

- Ability to safeguard and promote the welfare of children and young people/vulnerable adults
- Demonstrates understanding of safeguarding issues
- Appreciates the significance of safeguarding and interprets this accurately for all individual children and young people/vulnerable adults whatever their life circumstances.
- Has a good understanding of the Safeguarding agenda
- Can demonstrate an ability to contribute towards a safe environment
- Is up-to-date with legislation and current events
- Can demonstrate how s/he has promoted 'best practice'
- Shows a personal commitment to safeguarding children