

WHERE
CAREERS
THRIVE

When potential
is unlocked,
talent *thrives*



West
Northamptonshire
Council

Job description and person specification

Major Events Manager

Service: Sport, Leisure & Culture Service

Directorate: Place and Economy

Thank you for your interest in this role. Our vision at West Northamptonshire Council (WNC) is: 'to make West Northants a great place to live, work, visit and thrive'.

We truly stand by this and work hard every day to make this a reality, and at WNC it's about our people. People who thrive with ambition, bring new ideas, demand better ways of working, care about every detail, and who never shy away from a challenge.



West
Northamptonshire
Council

Our culture is a gateway for new experiences. A place to forge new opportunities. To empower you in your career and unite you with like-minded people. When potential is unlocked, talent thrives.

Purpose and impact:

To support the Head of Sport, Leisure & Culture in attracting major events in West Northamptonshire, with economic & cultural value and legacy impact.

Working with the intention to 'Attract' major events to West Northamptonshire, 'Support' existing events to build and sustain, 'Grow' new and unique events for the area, the post will develop a pipeline of major events that celebrates sport, culture and heritage. Provide a rolling programme that delivers the councils ambition to become a recognised host of major events that inspire residents, attract visitors, achieve positive impact and growth to the local economy. Responsible for the oversight and management of partner relations and logistics required to deliver safe, high standard major events across West Northamptonshire.

Accountable to:

This role is accountable to the Head of Sport, Leisure & Culture, responsible for the direct line management of Project Support Officer. The role sits within Sport, Leisure & Culture Services, part of the Place and Economy Directorate in West Northamptonshire Council.

Responsibilities:

1. To support the Head of Sport, Leisure & Culture through technical industry knowledge and experience, to develop a pipeline of major events in West Northamptonshire, with economic & cultural value and legacy impact.
2. To support the Head of Sport, Leisure & Culture develop and implement the Council's Major Events Strategy, encompassing sport, culture and heritage.
3. To lead the procurement and awarding of contracts for all major event promoters and associated bodies required to deliver major events in West Northamptonshire.
4. To lead the strategic planning, delivery, and evaluation of the council's major events programme, co-ordinating with internal and external partners to achieve a financially sustainable, accessible, and affordable offer of major events.
5. Lead officer representing the council with knowledge and experience of the sports, culture and heritage events sectors. Working in partnership with local and national organisations, the voluntary and community sector and commercial events promoters ensuring the council is fully represented in delivering the local sectors strategic priorities.
6. Provide strategic support to all event promoters represented in West Northamptonshire. Ensuring long term sustainability by providing support for funding bid submissions, and the co-ordinating of available local and national funding opportunities.
7. Work with major event promoters to continuously improve the standards of the sport, culture and heritage events offer in West Northamptonshire. This will include workstreams such as workforce development, volunteering, affordability and accessibility of events, health and safety compliance.

8. Lead officer for building and strengthening the local sport, culture and heritage events offer in West Northamptonshire through relationship management with key stakeholders including elected members, councillors, Local Authority Directorates, sector partners, local voluntary and community organisations and commercial events promoters.
9. To manage the Major Events team with direct line management of staff reporting to the team. To lead multi-disciplinary project teams through the planning, delivery and evaluation of the council's major events, in line with the council's organisational values and behaviours that enables them to do their best work resulting in high levels of people and organisational performance.
10. Manage resources to ensure effective budget management including income generation through sponsorship of major events. Manage the revenue budgets assigned to major events, responsible for all associated spend for hosting and delivering major events. Reporting on the Sport, Leisure & Culture Service's major events budget in line with corporate finance procedures.
11. Lead officer responsible for the promotion and marketing of all major sport, culture and heritage events. Working with the Council's Communications team and external marketing and communications stakeholders to ensure maximum visibility of all major event's promotional material, designed appropriately to reach the event target audience.
12. Develop new initiatives and innovative approaches with quality providers and suppliers that increase attendance and customer satisfaction of the council's major events.
13. Report writing to the council's senior management and service Portfolio Holder providing information and data insight on the impact of major events.
14. To represent the Service at relevant internal meetings and the council externally as directed.
15. Actively challenge and seek to eliminate any directly or indirectly discriminatory practice or behaviours.
16. Demonstrate awareness and understanding of other people's behavioural, physical, social and welfare needs and ensure that reasonable care is always taken for the health, safety and welfare of yourself and other persons.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

Person specification:

The requirements for the role are outlined below and will be part of the selection process. Each of the criteria listed below will be measured by [the application form (A), a test / exercise (T), an interview (I), a presentation (P) or documentation (D).]

Minimum levels of knowledge, skills experience and qualifications required for this job.

Skills and abilities:	Essential / Desirable	Measured by
Excellent communication and interpersonal skills to: - Engage at a senior management level and successfully with a wide range people - Speak publicly and deliver presentations - Network, advocate, and communicate - Deal with contentious situations with tact and diplomacy - Negotiate, persuade, and motivate others - Demonstrate care and sensitivity when engaging with people from diverse groups in society as well as dealing with individuals in a state of distress	E	A, I
Creative skills - innovative, strategic thinker with management skills to lead teams and contribute towards the delivery of the Service's strategic aims and objectives.	E	A, I
Able to compose presentations, complex reports, and business cases which clearly present and evidence recommendations for the council's major events programme.	E	A, I
Good IT skills - including spreadsheet, word processing and database software.	E	A, I
Good organisation skills - able to prioritise tasks within given timescales and within budget.	E	A, I
Able to travel around the geography of West Northamptonshire and occasionally further afield.	E	A, I

Knowledge:	Essential / Desirable	Measured by
Substantial knowledge and understanding of: - Event Management - Licensing Legislation - Health and Safety - Emergency and contingency planning	E	A, I
Knowledge of national organisations responsible for strategic organisation and staging of major sport, culture, and heritage events in England.	E	A, I
Knowledge of the local sport and cultural arts sectors in West Northamptonshire	E	A, I
Knowledge of fundraising and sponsorship process.	D	A, I
Knowledge and understanding of the diverse communities within West Northamptonshire.	D	A, I

Relevant experience:	Essential / Desirable	Measured by
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Substantial events management experience in delivering festivals and events with high-quality creative content, including project and programme management and risk analysis/ compliance/ health and safety management.	E	A, I
Experience in staff management including improving performance, leading, coaching and developing a team.	E	A, I
Experience of managing budgets, funding agreements, and commercial contracts.	E	A, I
Experience of working with multiple stakeholders and partners to develop and deliver a programme of major events.	E	A, I

Education, training, and work qualifications:	Essential / Desirable	Measured by
Event Management qualification at Degree level or equivalent experience	E	A, I, D
Project Management qualification or equivalent experience	D	A, I, D

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance, and verification of certificates.

Additional pre-employment checks specific to this role include:

- Enhanced Disclosure and Barring Service check

Day-to-day in the role:

Hours:	37 hours per week	Primary work base:	One Angel Square, Angel Street, Northampton, NN1 1ED
Job family band:	Community & Inclusion	Worker type:	Part-flexible
Salary range:	WNC Pay Band 10	Budget responsibility:	Major Events and Culture Budgets. Annual income targets set annually per event
People management responsibility:	Project Support Officer		

Working conditions & how we work:

Due to the nature of the role, you will be expected to work outside of normal office hours (9am – 5pm).

This role has been identified as a part-flexible worker type, this means that you will be able to work from other work locations and when not working from an office you will be working remotely for up to 3 days a week (including from home).

Our organisational values and behaviours

Everything we want to achieve for West Northants depends on having the right people in place and doing the right things and we want all colleagues to THRIVE, both personally and professionally. Our values and our behaviours framework underpin how we work and what partners and customers can expect from us. We want to do our best for our residents, service users and businesses and for our staff – we want everyone to THRIVE.

T	Trust	We are honest, fair, transparent and accountable. We can be trusted to do what we say we will.
H	High Performing	we get the basics right and what we do, we do well. We manage our business efficiently.
R	Respect	we respect each other and our customers in a diverse, professional and supportive environment.
I	Innovate	we encourage curiosity, we are creative and seize opportunities to grow individually as an organisation and as an area.
V	Value	We continually strive for best practice and ways of improving existing procedures, practices and systems and thereby promoting efficiency and cost effectiveness
E	Empower	we believe in people, will listen, learn and trust them to make decisions. We help people to realise their ambitions.

“Valuing colleagues as individuals and encompassing our different perspectives to deliver our collective ambitions. One West inclusive culture”

When potential is unlocked, talent *thrives*

Choose a career that offers you a true sense of achievement, fills you with pride and challenges you in a positive way, everyday.

The benefits of a career at WNC include:

- **People** are at the centre of everything we do. Without our people, we wouldn't be able to deliver services to the people in our community.
- **Ambition** runs through everything we do at West Northants Council, we nurture and develop our people's ambition and willingness to succeed, to continually improve the service we provide to the community.
- **Care** is at the heart of West Northants Council, we care in so many ways; seen and unseen, helping our colleagues and community to thrive.
- **Flexibility** is key, we know work-life balance is critical to wellbeing, so we work hard to make sure our benefits package promotes and improves wellbeing; from annual leave, sick pay, family leave and flexible working, financial security offered by a local government pension scheme and life assurance, and discount schemes which make a difference to your day-to-day life, through to employee helplines offering free legal, health, financial and wellbeing advice and support.

We want you to have balance and be happy.

