

## **MEDWAY COUNCIL - JOB PROFILE**

<b>POST TITLE:</b>	<b>FESTIVALS AND EVENTS MANAGER</b>
<b>DIRECTORATE:</b>	<b>Regeneration, Culture and Environment</b>
<b>DEPARTMENT:</b>	<b>Culture and Libraries</b>
<b>RESPONSIBLE TO:</b>	<b>Head of Culture and Libraries</b>
<b>RANGE:</b>	<b>MedPay Range 6</b>

### **MAIN PURPOSE OF THE JOB**

Working across Medway, you will be leading the development and effective delivery of the Medway Council's festival and events programme, playing a strategic role in the delivery of the cultural strategy and other priorities. This includes:

- Delivering a high-quality festival and events programme
- Developing ambitious business plans
- Developing creative partnerships
- Commissioning creative outdoor work
- Increasing income generation
- Leading marketing, communications and audience development programmes
- Providing advice and support to community organisations and residents
- Delivering safe and effective event management and operations
- Manage and coordinate the Medway Events Safety Advisory Group
- Providing sound financial management
- Creating a safe environment for staff and customers
- Working in innovative internal and external partnerships
- Delivering high-quality and meaningful community and education projects and programmes
- Providing SMART monitoring and evaluation of programmes and services

### **ACCOUNTABILITY**

- Strategically develop and implement business plans generating efficiency, growth in income, customers, and partnerships.
- Developing and delivering an annual programme high-quality creative festivals and events programme that includes council led festivals, commissioned activity and supported events.
- Developing audiences and building the reputation of the programme and Medway.
- Working with partners to lead the safe and effective planning, delivery and operations of all festivals and events.
- Manage and maintain all festival and event equipment and infrastructure owned by the Council.

- Manage health and safety of the workforce, contractor, customer and audiences in line with all legislation and HSE guidance
- Managing Medway Events Safety Advisory Group providing facilities to meet, agendas, minutes, action and coordinating internal and external event organisers to present.
- Sound financial management including budget setting, forecasting, monitoring and seeking efficiencies.
- Manage the procurement and contracting of entertainment and creative content, equipment and infrastructure, external contractors, traders and concessions.
- Work in partnership with the cultural and creative sector, voluntary and community sector and other connected sectors to develop and deliver successful quality projects and programmes.
- Following and maintaining the council's GDPR policies
- Monitor and evaluate audiences and users analysing feedback to develop services.
- Contribute to Medway's wider cultural offer and the development of council and partner strategies and policies.
- Network across the industry to develop programming, share best practice and make systems more efficient and effective.
- Work in a matrix model with other council departments.
- Deputise for the Head of Culture and Libraries as required.
- Ensure that equal opportunity issues are considered on all service delivery and employment matters. This includes providing service monitoring, planning and implementing change and taking action to promote equality and diversity.
- Carry out all duties regarding the council's Health and Safety policy.
- Any other duties and responsibilities as required by the Head of Culture and Libraries.

## **PERSON SPECIFICATION**

### **Qualifications**

#### *Essential*

- Recognised qualifications in English and Maths, for example BTEC or A levels
- Association for Project Management (APM) project fundamentals or equivalent project management qualification.
- A relevant academic, professional or management qualification.

### **Knowledge**

#### *Essential*

- High-level knowledge of event management.
- High-level knowledge in implementing festivals and events on time and within budget.
- High-level knowledge of commissioning creative programmes and outdoor work
- An excellent understanding of the value and use of new technologies in improving services and modernising working process.
- A good understanding of the financial and procurement principles within the public sector.

- A good understanding of customer service and how this can be effective in a venue environment.

## **Experience**

### *Essential*

- Demonstrable experience in the management of all aspects of large-scale events.
- Experience of the supervision or management, direction, co-ordination or training/development of other employees. The work involves supervising, directing and co-ordinating the work of a group of staff covering more than one area of activity or in more than one workplace, including allocation of work, and evaluation and appraisal of the work carried out.
- Demonstrable experience of commissioning creative programmes and outdoor work.
- Demonstrable experience of working in partnership with creative and community partnerships.
- Demonstrable experience of delivering projects and programmes to agreed time and budget limits.
- Demonstrable experience in a customer-focused organisation, with an emphasis on customer service.
- Demonstrable experience of dealing with suppliers and contracts.
- Demonstrable experience of working within an events environment within a medium to large organisation, with an excellent understanding of all elements of the festival and events service.

## **Skills**

### *Essential*

- Ability to apply advanced theoretical, practical and procedural knowledge across a specialist area or an equivalent level of organisational procedural and policy knowledge.
- Ability to identify and address complex problems, developing innovative and imaginative solutions as appropriate.
- The ability to work well with other specialists, including those with more detailed knowledge areas, to jointly create pragmatic solutions, fit for purpose and can implemented successfully within desired timescales.
- Can demonstrate dexterity, co-ordination or sensory skills, where there is considerable demand for precision in the use of these skills, for example in the general use of several ICT applications during the working day.
- Demonstrate the ability to deal with very high levels of work-related pressure, for example from deadlines, interruptions or conflicting demands from several service areas.
- Ability to gain trust and buy in from senior staff at all levels across the business and be empathetic with both the management and end users in directorates, when understanding of their business goals and operational constraints.
- Excellent negotiation skills that can be used effectively with a range of partners and stakeholders.
- Excellent interpersonal and communication skills.
- Excellent customer service awareness.
- Competent in written and spoken English.

## **PERSONAL QUALITIES**

The post-holder must demonstrate the ability to:

- To work as part of a team.
- To communicate technical information, including its risks and benefits, to the business in a non-technical manner.
- A methodical and organized approach.
- The ability to prioritize workloads effectively.
- To deal with customers in a positive and constructive manner.

## **ORGANISATION**

- This post reports directly to the Head of Culture and Libraries and will require a high level of independence and initiative.
- The post holder must be able to act on their own initiative, with limited reference to their line manager.
- The postholder will line manage:
  - Events Officers
  - Event Assistants
  - Finance Assistant
  - Contractors or seconded staff allocated to the team
  - Maintaining and furthering relationships with colleagues all other relevant council teams.
  - Casual staff, work experience and volunteers as appropriate.
- The post-holder will be required to deputise for the Head of Culture and Libraries as required.

## **JOB CONTEXT**

The post will have cross-cutting, internal, external contact including:

- Directors and senior management
- Elected Members
- Officers
- Cultural and creative sector
- Community and voluntary sector
- Residents
- Suppliers and contractors
- Volunteers, work experience and casual staff

## **FINANCIAL ACCOUNTABILITIES**

The post holder will have considerable direct responsibility for financial resources where the work involves either:

- (i) Accounting for large sums of money (i.e. £50,000 - £100,000 each) in the form of cash, cheques, direct debits or equivalent where care and accuracy are important or
- (ii) Under supervision of the service manager, be accountable for considerable expenditures (i.e. £10,000 - £50,000 each) from an agreed budget or equivalent income. This may include setting and monitoring of budgets and ensuring effective spend of budgeted sums; or
- (iii) Providing advice and guidance on the operation of established internal

policies and procedures in relation to finance. This may involve interpretation of policies and procedures to meet specific circumstances or problems.

### **PHYSICAL DEMANDS**

The post can involve a) some ongoing physical effort (for example regular sitting in a constrained position, or standing, or walking at a normal pace, for long periods) or b) normally limited physical demand, but with periodic requirements for considerable physical effort (for example, lifting or carrying, pushing or pulling items of light to moderate weight, rubbing or scrubbing, or working in an awkward position).

Note: there are areas in some of our venues that can only be reached by stairs.

### **EMOTIONAL DEMANDS**

The job involves contacts with, or work for, people, which through their circumstances or behaviour occasionally place emotional demands on the jobholder.

### **RESPONSIBILITY FOR PEOPLE**

The post involves considerable direct impact on the well-being of individual, or groups of, people through either a) an assessment of needs and implementation of appropriate care or welfare for those who are reliant on the job holder for their basic needs or b) implementing regulations which have a direct impact on the health, safety or well-being of people.

### **RESPONSIBILITY FOR PHYSICAL RESOURCES**

Takes considerable direct responsibility for physical resources. The work involves either:

- (i) Handling and processing considerable amounts of manual or computerised information where care, accuracy, confidentiality and security are important or
- (ii) Cleaning, maintenance and repair of a range of equipment, buildings, external locations or equivalent or
- (iii) Regular careful use of very expensive equipment or
- (iv) Security of buildings, external locations or equivalent or
- (v) Ordering, or stock control of a range of equipment and supplies or
- (vi) Provides advice, and in some cases interpretation, on established internal policies in relation to physical resources.

### **WORKING ENVIRONMENT**

- The post holder will be mainly based at Gun Wharf but may be required to work in one of Medway Council's other buildings or one of our partners' establishments within Medway.
- Normal office hours will apply but flexibility is necessary for any work that extends outside of normal office hours including evenings and weekends.

### **WORKING CONDITIONS**

The post holder will deal with some exposure to disagreeable, unpleasant or difficult people related behaviour, arising in the course of the work both by telephone and occasionally face to face.