

Job Description and Person Specification

Role: Senior Events Producer



Job Description

Job Title	Senior Producer
Grade	Grade 8
Service	Culture, Sport and Events
Reports to	Head of Events
Location	One Friargate
Job Evaluation Code	A6074



About Coventry City Council

Who we are: At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the diverse citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health prevention and education and skills, adults and children's services and provide support for the most vulnerable.

Our Priorities – Increasing the economic prosperity of the city and region, improving outcomes and tackling inequalities within our communities, and tackling the causes and consequences of climate change.

Our Values: We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:



About the Service your team will provide

Purpose of the role

To produce and provide leadership for the Council's events delivery programme, including the Godiva Festival and other such festivals, live events, and mass participation events held in venues and open spaces across the city.

Working closely with the Council's Head of Events and Production Manager, to simultaneously develop a diverse and engaging range of events through from conception to delivery. To lead the development of the artistic vision and event briefs for the programme, co-creating and engaging creatives and partners in the development process. To sustain and grow an engaging annual events programme rooted in the city in support of One Coventry Plan priorities to increase the economic prosperity of the city and region; to improve outcomes and tackle equalities in our communities; to support the Council's role as a partner, enabler and leader within the national, regional and local events sector; to contribute to the financial sustainability of the Council; and to secure Coventry 's position as a vibrant destination of choice.

To act as Event Director for specific Council events (overseeing the planning, producing and production of the event) and as the Council's Event Bronze, Event Silver or Event Gold Command for wider partnership and city events, as required.

Working closely with the Head of Events, to proactively shape and contribute to the development of a new Major Events Strategy for the city, including advising on place priorities, city partnerships and co-creation opportunities.

Where applicable, the post holder may be required to act as the Designated Premises Supervisor for specific events.

Main Duties & Key Accountabilities

Core Knowledge

- Maintain a detailed understanding of national, regional and sub-regional policies, guidance and priorities in events management. Where appropriate, support the Head of Events in leading the Council's input to the development of such policies, guidance and priorities.
- Working closely with the Head of Events, proactively shape and contribute to the development of a new Major Events Strategy for the city, advising on place priorities, city partnerships and co-creation opportunities to sustain and grow an engaging annual events programme rooted in the city, in support of One Coventry Plan priorities.
- Develop and maintain strategic networks and partnerships designed to secure, promote and embed One Coventry Plan and Culture, Sport and Events Service objectives into wider partnership work focused on developing Coventry as a city and destination of distinction.
- To lead the development of the artistic vision and event briefs for the City Council's events programme, co-creating and engaging creatives and partners in the development process. To sustain and grow an engaging annual events programme rooted in the city in support of One Coventry Plan priorities to increase the economic prosperity of the city and region; to improve outcomes and tackle equalities in our

communities; to support the council's role as a partner, enabler and leader within the national, regional and local events sector; to contribute to the financial sustainability of the Council; and to secure Coventry 's position as a vibrant destination of choice.

- Actively contribute to the visioning, commissioning and facilitation of 'meanwhile' events programming in the city, where applicable.
- To act as Event Director for specific Council events (overseeing the planning, producing and production of the event) and as the Council's Event Bronze, Event Silver or Event Gold Command for wider partnership and city events, as required.
- Manage the corporate events programme in line with corporate financial policy and procedures, taking responsibility for budgets and associated income targets. This includes working closely with the Production Team to prepare costings and influence budget allocation; managing complex budget spend; generating ticketing and commercial income; and taking active and (where required) corrective financial management of Council events.
- To negotiate contracts and agreements with creatives and performers, curating programmes and scheduling performances in close consultation with the Council's Production Manager and Event Production Officer.
- In conjunction with the Head of Communications, the Marketing and Campaigns Manager and the Destination Coventry Team, identify the most appropriate platforms and routes through which to market and promote Council events and the city-wide events programme.
- Working closely with internal colleagues and external partners, lead for the Council on promoting awareness of local events, sports and cultural opportunities through designing and implementing (commissioning and/or delivering) events marketing initiatives and programmes for the city.
- To promote and enable the use of parks and open spaces, providing advice and support to community groups and organisations to facilitate their undertaking of events and activities, ensuring necessary controls with regard to the protection of land, property and public safety, in accordance with the Premises Licensing Act and other legislation where applicable.
- To provide effective leadership and management of colleagues in the Council's Events Team (including recruitment and the management of staff, budgets and other resources) to raise the aspirations and achievement levels of services; to ensure the achievement of strategic objectives; to drive quality; generate efficiencies; develop and deploy sustainable events practices; secure investment; and ensure that equality of opportunity is built into all service provision.
- Ensure the compilation, recording, analysis and distribution of reports, statistics and information required to achieve the Service Plan and strategic priorities for the Council and its key partnerships across the events sector.
- Liaise with senior managers and Elected Members on matters relating to events. Write briefing notes and reports and present at internal Council and external partnership meetings as required.
- Contribute to cross-team and corporate working within the Culture, Sport and Events Service; Business Investment and Culture Division; and across the City Council, taking the lead on, and supporting, collaborative projects and Service priorities where appropriate.
- Any other duties and responsibilities within the range of the salary grade.

Key relationships

External	Internal
Arts Council England	Business Investment and Culture
Agents (artist bookings)	Children's Services
Coventry and Warwickshire Chamber of Commerce	Communities
Commercial sponsors and corporate partners	Education and Skills
Destination Coventry	Finance
Event organisers and producers (local, regional, national, international)	Law and Governance
Local Authority Events Organisers' Group (national network)	Property Services and Development
Local culture, creative and sporting partners	Public Health and Wellbeing
Media, press and broadcast partners	Streetscene and Regulatory Services
National Governing Bodies of Sport	Transport and Highways
National Lottery Funders and key Trusts and Foundations	
Sport England	
West Midlands Ambulance Service	
West Midlands Combined Authority	
West Midlands Fire Service	
West Midlands Growth Company	
West Midlands Police	

Standard information

Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Smoke Free

The City Council is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

Training

The postholder must attend any training that is identified as mandatory to their role.

Responsible for:

Staff managed by postholder: Events Officer and Assistant Events Officer

Person specification

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Knowledge	
Good knowledge of the structure and funding of the events sector in the UK and related national, regional and local economic development policies and priorities.	
Good knowledge of the roles different organisations play in development and delivery across the events sector.	
Detailed knowledge of the processes for producing for events, including project management, production, financial management and commercial negotiations.	
Understanding of the key tourism, cultural and events infrastructure of cities (e.g. Local Visitor Economy Partnerships, National Portfolio Organisations, independent arts sector etc.).	
An in-depth knowledge and understanding of health and safety legislation, licensing legislation and current guidance relating to the management of both large and small-scale events.	
A good understanding of how cultural events can contribute to defining a sense of place, to economic development and regeneration, to community cohesion, social inclusion and equal opportunities.	
Comprehensive knowledge of financial management and a knowledge and understanding of corporate sponsorship, philanthropic giving, civic fundraising and external grant funding.	
Good knowledge of the processes around external grant resources and service contracts – bidding, management, evidencing and evaluation.	
Knowledge of research, consultation, performance management and evaluation techniques and how they can be applied within events services.	
An understanding of modern local government, particularly relating to corporate performance, social inclusion and working through partnerships.	
Knowledge of corporate governance requirements, including Freedom of Information, data protection and risk management	
Skills and Abilities	
Effective leadership and people management skills – able to lead and motivate a team and work effectively to achieve continuous improvement. Ability to advise Elected Members, Council officers and the media in a dynamic, public environment.	
Excellent networking and partnership skills. Able to influence and negotiate outcomes, work collaboratively with others to achieve shared goals and to nurture new working relationships and partnerships.	
Developed communication, negotiation, creative, facilitation and interpersonal skills, to develop and maintain effective working relationships, including within the City Council, with communities, with partner organisations and contractors. Ability to motivate, enthuse, persuade, negotiate and influence in the spoken word and in writing.	
Effective written and communications skills, including presenting, report writing and the preparation of funding bids.	
Strategic critical thinking, problem solving and decision-making skills, including the ability to think creatively, to negotiate and produce innovative solutions.	

Financial management skills, including the preparation and management of budgets. Able to secure, plan and deploy financial resources within a complex and dynamic environment.
Excellent project management skills.
Ability to Chair multi-agency and internal meetings effectively, ensuring that objectives are met within appropriate timescales.
Ability to work under pressure, to manage competing priorities and meet deadlines. Including ability to manage complex, mass participation public events, resolving issues and problems as they arise and taking key decisions relating to health and safety, corporate reputation and managing different stakeholder interests.
Ability to work on own initiative and as part of team.
Effective ICT skills to manage communication, presentations, spreadsheets and databases.
Experience
Substantial (at least five years') experience of management in an events capacity, preferably within, or working closely with, public sector agencies around sports and cultural events, including partnership working at a management level.
Leading, motivating and managing a team of people to achieve results. Experience of supervising staff including setting work programmes and providing clear direction to achieve defined standards.
Experience of developing and implementing partnership strategies and development plans within the events sector.
Experience and a proven track record of successfully commissioning, developing and managing complex or large-scale events to achieve desired outcomes.
Experience of preparing funding bids and raising funds from a variety of sources to support events, destination initiatives and/or programmes.
Experience of managing commercial relationships to ensure the successful fulfilment of different stakeholders' objectives and desired outcomes.
Experience of planning budgets related to priorities, ensuring expenditure is within budgetary provision and in accordance with relevant rules, including meeting the requirements of external funding agencies or partner organisations.
Substantial experience of managing complex events within the provisions of health and safety legislation, current guidance (including relating to the management of counter-terrorism), within specified parameters and/or to set licence conditions.
Qualifications
Events management degree, equivalent qualification in a related subject and/or substantial experience of successfully delivering a range of mass participation public events.
Special Requirements
Able to work flexibly in relation to hours, including, unsociable hours, evenings, weekends, bank holidays and occasional overnight stays.
Ability to travel to meetings and events around the Coventry area, and occasionally more widely regionally and nationally.

Date Created	February 2024	Date Reviewed	February 2024
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