

Job Description and Person Specification

Role: Events Officer



Job Description

Job Title	Events Officer
Grade	Grade 6
Service	Culture, Sport and Events
Reports to	Senior Producer
Location	One Friargate
Job Evaluation Code	A6075



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 provide comprehensive producing and event management support for the City's events programme, including coordination and management of key aspects of 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 Senior Producer, to simultaneously support and (for specific events) lead development of defined elements of a diverse and engaging range of events, through from conception to delivery. To support and assist development of the artistic vision and event briefs for the programme, co-creating and engaging creatives and partners in the development process.

Main Duties & Key Accountabilities

Core Knowledge

- Maintain a good working understanding of national, regional and sub-regional policies, guidance and priorities in events management.
- Support the Head of Service and Senior Producer in developing and maintaining 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.
- Coordinate and manage delivery of key elements of an annual, city-wide programme of high-quality events that is reflective of Council policies and priorities.
- To support the Senior Producer in the visioning, commissioning and facilitation of 'meanwhile' events programming in the city, where applicable.
- To support management and delivery of the corporate events programme in line with corporate financial policy and procedures, taking responsibility for delegated elements of budgets and associated procurement exercises. This includes working closely with the Production Team to prepare costings; managing complex budget spend; and taking active and (where required) corrective financial management of Council events.
- To support the Senior Producer in negotiating contracts and managing agreements with creatives and performers, curating programmes, and scheduling performances in close consultation with the Council's Production Manager and Event Production Officer.
- Work closely with the Senior Producer, Communications Manager (Culture, Sport and Events) and the Destination Coventry Team, to identify the most appropriate platforms and routes through which to market and promote Council events and the city's events programme. To coordinate and provide content to the Communications Manager in support of these activities.
- Working closely with internal colleagues and external partners, promote 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 the use of parks and open spaces, providing advice and support to community groups and organisations to facilitate their undertaking of events and activities, advising on 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.
- Support the compilation, drafting, 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. Prepare 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, supporting, collaborative projects and Service priorities where appropriate.
- Any other duties and responsibilities within the range of the salary grade.

Key relationships

External Agents (artist bookings) Commercial sponsors and corporate partners Destination Coventry Event organisers and producers (local, regional, national, international) Local culture, creative and sporting partners Local community partners Local statutory agencies engaged with event planning and delivery National Governing Bodies of Sport	Internal Business Investment and Culture Communities Finance Law and Governance Property Services and Development Stakeholder departments engaged in specific event delivery Streetscene and Regulatory Services Transport and Highways
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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: N/A

Person specification

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Knowledge	
Good knowledge of the roles different organisations play around development and delivery within the events sector (e.g. local authorities, independent arts organisations, commercial sponsors, event management companies).	
An understanding of the work, funding and policies of key partner organisations.	
Broad and extensive knowledge of producing and managing events.	
Awareness of Corporate approaches to events programming and development work within a local authority setting.	
An in-depth knowledge of health and safety and licensing legislation and current guidance relating to the management of both large and small-scale events.	
Sound knowledge of financial management and knowledge and understanding of corporate sponsorship, philanthropic giving, civic fundraising and external grant funding.	
Knowledge of research, consultation and evaluation techniques and how they can be applied within the development and delivery of sports, arts and cultural events programmes.	
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 interpersonal and all-round communication skills, including written, oral and presentation.	
Demonstrates an understanding of and commitment to ensuring equality of opportunity in service delivery.	
Ability to liaise effectively and influence at all levels including senior politicians and officers.	
Ability to motivate and influence others. Ability to engage partners and colleagues and to collaborate around events planning and delivery.	
Demonstrates strong organisational skills.	
Demonstrates creativity and flexibility.	
Problem solving skills, e.g. able to think creatively and produce innovative solutions.	
Staff management and development skills, e.g. leadership, communication, appraisal.	
Financial management skills, including the preparation and management of event-specific budgets.	

Able to work effectively within a team to ensure coherent and complementary marketing and communications.
Ability to manage complex aspects of event delivery in open spaces and dedicated venues, resolving issues and problems as they arise and taking key decisions relating to health and safety, where applicable.
Good interpersonal, negotiation, creative and facilitation skills to develop and maintain effective working relationships with communities, within the City Council, partner organisations and event organisers.
Ability to work under pressure.
Ability to work on own initiative and as part of team.
Effective ICT skills to manage event planning, finances, data management, communications and presentations.
Experience
Experience of working and delivering to tight deadlines to include motivating others to achieve targets and deadlines.
Experience of planning budgets related to priorities, ensuring expenditure is within budgetary provision and in accordance with relevant rules.
Experience of producing and delivering complex events and working with a wide range of partners in private and public sector organisations.
A proven track record of achievements gained through forming and working in partnerships within the events field.
Experience in the practical application of Health and Safety and Welfare procedures and legislation for staging large-scale events.
Qualifications
A recognised qualification in Event Management or substantial relevant experience.
Special Requirements
Able to work 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	
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