# SEFTON METROPOLITAN BOROUGH COUNCIL

# JOB DESCRIPTION

# Department Economic Growth & Housing Post Events & Marketing Officer

# Section Tourism Grade G

## Location Bootle/Southport Post No

## Responsible to Senior General Manager

**Responsible for** Temporary Events Staff

# Job Purpose

Major events are critical to Sefton’ Visitor Economy by driving substantial footfall and associated economic spend. They are also important as part of the wider place management agenda. The job role will.

* Assist in the curation, management, and production of major events across Sefton with a focus on Salt & Tar Bootle
* Assist in the development of an ongoing programme of events for Sefton.

# Main Duties

1. Assisting in the curation and booking of events, liaising with promoters alongside existing events & operations team.
2. Helping to co-ordinate events calendars including key, culturally relevant dates.
3. Assisting the production and security of large-scale events and high footfall days
4. Responsible for the co-ordination and management of temporary event staff at major events
5. Work with the Senior General Manager to manage individual events budgets to ensure income targets are achieved and growth targets hit.
6. Ensure public safety and insurance requirements are met in accordance with Government legislation and council policy, liasing with internal and external bodies, to include the emergency services and internal departments of Sefton Council.
7. Liaise with other departments of the local authority to ensure effective coordination and efficient management of events, and appropriate and co-ordinated use of resources.
8. Ensuring that there is compliance with statuary requirements, and that all health and safety compliance is always maintained.
9. Work with colleagues to maximise the events programme to target investment opportunities into the borough.
10. To carry out a range of marketing and promotional activities working in partnership with the Tourism Destination Marketing Team
11. To help maintain and update content on the venues website and social media platforms.
12. Actively seek and support marketing opportunities for the venue
13. Ensure all events are marketing and promoted.
14. Assist in the preparation of committee reports as required.
15. Conduct any other duties or assist with any other projects as directed by the line manager.

# Special Conditions (if applicable)

The nature of the work will require the post holder to undertake commitments outside normal office hours on a regular basis. Such a requirement is reflected in the grading of the post and overtime will not be paid, however time of in lieu will be accepted.

# General

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

### The post is customer facing therefore you must have the ability to fulfil all spoken aspects of the role with confidence through the medium of English.

All staff have a duty to take care of their own health & safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.

The Authority has an approved equality policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equality policies of the Council.

Note: Where the postholder is disabled, every reasonable effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.

Since confidential information is involved with the duties of this post, the post holder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

Undertake, and participate in training, coaching and development activities, as appropriate.

**Prepared by Name** Mark Catherall

 **Designation** Service Manager - Tourism

 **Date** March 2023

### **Personal Specification**

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| **Personal Attributes Required (on the basis of the job outline)** | **Essential****(E)****or****Desirable****(D)** |
| QUALIFICATIONS/TRAINING1. A degree or equivalent business/management qualification.
2. Appropriate professional qualification in a relevant discipline (Health & Safety, Tourism, Leisure etc).
 | DD |
| EXPERIENCE1. Demonstrable practical experience in events
2. Demonstrable experience of dealing with the media/press.
3. Understanding of Local Government finances, culture and procedures.
4. Experience of managing staff.
 | EDDD |
| SKILLS/KNOWLEDGE/ABILITIES1. Exceptional organisational skills.
2. Excellent written and verbal communication skills.
3. Excellent Project and financial management skills
4. Highly developed interpersonal skills with people of all levels and disciplines.
5. Effective negotiation and influencing skills.
6. An excellent understanding of the visitor economy sector
 | EEEDDD |
| Other1. Self-motivated, enthusiastic and proactive.
2. Knowledge of health and safety legislation.
3. Flexible approach to working arrangements.
 | EDE |