

ROLE DESCRIPTION

Job Title	Strategic Events and Hospitality Lead (Customer Services)
Service Area	Customer Services
Salary Band	SCP 44-50
Reporting to	Head of Customer Services
Political Restriction	This post is not politically restricted
Abbreviations	LCRCA- Liverpool City Region Combined Authority LCR- Liverpool City Region CA- Combined Authority

1. Primary Purpose of the Post
<p>The Events and Hospitality Lead is responsible for the strategic development and day-to-day delivery of a varied and high-profile events and hospitality programme across the Liverpool City Region Combined Authority (LCRCA). This includes a wide-ranging programme of activity, from customer-facing and corporate functions to community events, commercial partnerships, and Mersey Ferries experiences - including daily River Explorer Cruises, themed day and evening sailings, private hires, Tunnel tours and special occasions such as wedding breakfasts. The postholder will also oversee hospitality operations, including relationships with café operators, catering partners, and front-of-house services.</p> <p>This is both a strategic and operational leadership role, combining long-term planning with operational oversight. The postholder will lead a small team and manage the full lifecycle of events, from concept development and scheduling through to procurement, supplier management, logistics, safety, and customer experience. They will work collaboratively with colleagues across LCRCA, including Marketing, Transport, Legal, and Finance teams, and with a wide range of external partners, venues, suppliers, and community stakeholders.</p> <p>The role also supports occasional filming and location hire across Combined Authority assets, ensuring these are well coordinated and professionally managed.</p> <p>The successful candidate will be responsible for maintaining high standards of customer service, accessibility, and commercial performance across all events and hospitality activities. They will be expected to lead by example, ensure safe and inclusive delivery, and continuously improve the quality of experiences offered to residents, visitors, partners, and guests of the Liverpool City Region.</p>
2. Your responsibilities
<p>Event & Hospitality Planning</p> <ul style="list-style-type: none"> • Lead end-to-end delivery of strategic and commercial events, ensuring alignment with brand objectives, LCRCA priorities, and business plans. • Define clear KPIs for event success (footfall, engagement, sales, media coverage). • Develop high-impact, creative event concepts tailored to diverse audiences and stakeholders.



- Oversee creation and delivery of detailed event plans, timelines, risk assessments, and contingency plans.

Commercial & Strategic Development

- Identify new revenue opportunities across hospitality and event services to increase income generation.
- Lead on packaging and pricing of hospitality and events products for business and leisure audiences.
- Develop strategic partnerships with corporate, tourism, education, and cultural sectors to broaden reach and income.
- Align events with LCRCA's economic, social value, and inclusivity goals.

Customer Services & Audience Engagement

- Champion an insight-led approach to event planning using audience data and feedback to improve design, participation, and satisfaction.
- Develop and implement audience development strategies to increase reach across underrepresented groups.
- Ensure events meet exceptional standards of accessibility, inclusion, and customer experience.

Team & Stakeholder Management

- Empower, mentor and manage the Events team to deliver excellence in every event.
- Collaborate across departments including Communications, Tourism, Corporate Affairs, Legal, Estates and Assets, and the Mayor's Office.
- Build and manage relationships with regional, national and international stakeholders, including media, tourist agencies (online and other), corporate clients, tour operators, and community organisations.

Venue Selection & Logistics

- Lead identification and management of venues that align with event scope, audience needs, brand identity, and cost-effectiveness.
- Oversee end-to-end logistics including catering, AV, security, health and safety, transport, and accommodations.
- Develop standardised processes for venue hire, setup, and compliance documentation.

Programme Development

- Work with partners and internal teams to curate high-quality entertainment, speaker, and content programmes.
- Ensure programmes are innovative, relevant, inclusive and aligned with event objectives

Vendor & Contract Management

- Procure, negotiate, and manage vendor relationships across catering, audio/visual, décor, and transport.
- Ensure delivery of services within robust procurement processes, agreed SLAs, budgets, and quality thresholds.
- Embed sustainability and ethical sourcing practices into procurement.

Promotion, Marketing & Comms

- Collaborate with Comms team to develop multi-channel campaigns to promote events regionally, nationally, and internationally.
- Utilise CRM and social media tools to build audience interest and repeat engagement.
- Oversee the design and production of branded materials and digital content.

Registration & Attendee Management

- Implement robust systems (digital or CRM) for registration, ticketing, and guest communications.
- Ensure GDPR compliance and data integrity in attendee communications.
- Manage all aspects of guest services and customer support before, during, and post-event.

On-Site Event Management

- Provide senior leadership during live events, managing teams and partners to deliver seamless experiences.
- Act as primary liaison for VIPs, stakeholders, press, and performers during high-profile events.
- Rapidly troubleshoot and resolve operational issues to maintain event continuity.

Post-Event Evaluation & Reporting

- Collect, analyse, and report on attendee feedback, stakeholder evaluations, and KPIs.
- Measure event impact (ROI, reach, engagement) and present insights to inform future planning.
- Create post-event reports and board-level presentations when required.

Digital & Website Management

- Oversee the design, content, and performance of the hospitality/events section of the Mersey Ferries website.
- Work with digital teams to drive bookings, optimise user experience, and maintain up-to-date information.
- Leverage digital platforms and booking software to streamline sales and customer journeys.

Filming, Location & Creative Services

- Lead on managing filming enquiries across Mersey Ferries and other LCRCA-owned locations.
- Coordinate internal and external stakeholders to deliver smooth location filming processes.
- Ensure compliance with insurance, legal, brand, and safeguarding requirements.
- Develop rate cards, contracts, and location portfolios to grow the film and media offer.

3. General Corporate Responsibilities

- To support the implementation of the City Region's Devolution agreement and wider strategic priorities.
- Effective leadership and management of staff within a Service/group of functions, encouraging a continuous improvement ethos to develop outstanding

services/functions, where value for money is delivered and where innovation can flourish.

- Foster a positive working and learning environment, including the health safety and wellbeing of all staff, whilst ensuring accountabilities and priorities are clear to services, teams and individual. Ensuring a proactive management of employee relations, performance, and attendance.
- Promote understanding of and adherence to LCRCA values by modelling appropriate behaviours and encouraging others to do likewise
- Contribute and lead on the preparation of corporate plans, risk register, budget management and resource planning for the areas of defined responsibility.
- Own and manage the defined budget for the function; ensuring regular review and monitoring and the proactive action is taken as required.
- Ensure effective performance management, actively engaging with Combined Authority's performance management framework, delivering all personal and Service performance targets as agreed, managing identified risks, and contributing to the management of Directorate and Corporate risks.
- Demonstrate the Combined Authority's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken; promoting full consideration of the equality impacts of decisions on all the Protected Characteristics. Advance non-discriminatory practices in all aspects of work undertaken.
- Ensure compliance with legislation and Combined Authority policies and procedures in relation to governance including supporting the scrutiny process and the completion of the annual governance statement
- Be a proactive and collaborative member of the Combined Authority's Leadership Team, providing expertise, advice, and guidance as required.
- Display organisational behaviours of LCR First, Respect and Action Focus encouraging others to do likewise and role model the leadership expectations outlined in the Combined Authority Leadership Charter.
- Establish effective relationships and collaboration with constituent local authorities/bodies to support long term ambition and delivery of the Combined Authority Corporate plan.
- Ensure the development, provision and analysis of high-quality management information and documentation that is timely, accurate and meaningful.
- Embed a culture that places customers first, adopts a can-do approach and focuses on communities and working locally.
- Work with public and other relevant bodies to support LCR's communities, through services and activities which address local concerns, and which foster social capital and resilient communities.

It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.

This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

PERSON SPECIFICATION

Job Title: Events and Hospitality Lead

CRITERIA		
Qualifications and Training	E = Essential D = Desirable	Identified By
Degree or equivalent experience in Events Management, Hospitality, Tourism, Business Administration, Marketing, or related field	E	A
Evidence and commitment to continuous professional and personal development	E	A
Event & Hospitality Management qualifications not limited to: <ul style="list-style-type: none"> Postgraduate qualification (PGDip/Master's) in Events, Hospitality, or Business Level 4–5 Diploma in Events Management (e.g. via ILM, City & Guilds, Cvent) Institute of Hospitality membership or qualifications ABPCO (Association of British Professional Conference Organisers) training or membership Health & Safety in Events (IOSH, NEBOSH, or equivalent short course) 	D	A
Safety, Risk & Legal qualification not limited to: <ul style="list-style-type: none"> First Aid at Work / Emergency First Aid (especially for on-site event leadership) Safeguarding training (especially relevant for community or family-friendly events) Risk Assessment & Event Safety Training Licensing Law / Premises Licence awareness (for events involving alcohol, entertainment, etc.) 	D	A
Chartered Management Institute (CMI) qualification or equivalent in Leadership and Management	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Substantial experience in leading the planning, coordination, and delivery of a diverse range of high-profile events in a senior capacity.	E	A, I
In-depth knowledge of event-related legislation including licensing, food hygiene, fire safety, security, and public health.	E	A, I
Demonstrable success in developing and delivering events that drive commercial revenue, enhance reputation, and align with strategic organisational priorities.	E	A, I
Experience working collaboratively with a wide range of internal and external stakeholders (e.g. marketing, digital, finance, insurers, film/media producers, tourist	E	A, I

agencies and operators, suppliers, and cultural partners) to achieve complex outcomes.		
Proven experience of commissioning and managing third-party suppliers, including contract negotiation, performance management, and service evaluation.	E	A, I
Experience of leading teams and managing staff performance in a high-paced, customer-focused environment.	E	A, I
Experience of delivering inclusive, accessible, and insight-led events for diverse audiences, including underrepresented or vulnerable communities.	E	A, I
Knowledge of best practices in digital engagement, including CRM, digital ticketing/booking systems, and online customer experience	E	A, I
Understanding of the policy, governance, and reputational context in which a combined authority operates.	D	A, I

Skills, Abilities and Personal Attributes	E = Essential D = Desirable	Identified By
Proficiency in event management software, customer relationship management (CRM) systems, and ticketing platforms.	E	A, I
Advanced project and programme management skills with the ability to manage multiple simultaneous events and hospitality functions within timelines and budgets.	E	A, I
Strong commercial acumen, including managing event budgets, vendor contracts, pricing strategies, and maximising revenue in a customer-focused environment.	E	A, I
Expertise in managing complex event logistics across a variety of venues/settings, including supplier coordination, health and safety compliance, risk management, and operational delivery.	E	A, I
Strategic leadership in planning, delivering, and evaluating a diverse portfolio of events including conferences, corporate hospitality, community activities, filming projects, and large-scale public events.	E	A, I
Exceptional stakeholder management and relationship-building skills with senior colleagues, external partners, suppliers, community groups, and media stakeholders.	E	A, I
Proven ability to lead location and filming management projects, working collaboratively with production companies and internal teams to ensure smooth, compliant, and commercially viable operations.	D	A, I

Commitment and Behavioural Competencies	E = Essential D = Desirable	Identified By
A commitment to follow and amplify the LCRCA agreed behaviours of LCR First, Respect and Action Focused.	E	A, I



Builds an inclusive and psychologically safe culture, treating all individuals with respect and ensuring diverse voices are heard and valued, including supporting others to grow and develop.	E	A, I
Highly resilient and takes full responsibility for decisions and outcomes, following through on commitments and holding self and others to high standards of performance and conduct.	E	A, I
Flexible approach to working hours and willingness to work flexibly as and when required including an ability to attend meetings inside and outside the City Region	E	A, I

Key to Assessment Methods:

A - Application	I – Interview	P – Presentation	AC – Assessment
-----------------	---------------	------------------	-----------------