

ROLE DESCRIPTION

Job Title	Head of Corporate Events
Salary Band	Grade 10
Reporting to	Natalie Wyatt
Directorate	Public Service Innovation
Service Area and sub area	LVEP
Team	Liverpool City Region Destination Partnership
Political Restriction	No

1. Primary Purpose of the Post
A main priority is to ensure LCR can compete with other core cities, increase appeal, attract major events of national/international profile and increase visitor numbers, economic impact and global media coverage – to unlock the true potential of one of the UK's most powerful attack brands. The Destination Management Plan is the guiding compass for promotion and delivery within a new funding and governance landscape. As the Head of Corporate Events is a senior role within the Destination Management Organisation, you will be responsible for leading the planning, execution, and management of all B2B events within a specific destination or region on behalf of key stakeholders, supporting the visit and invest agendas. This role involves strategic oversight of event sales, marketing, and operational delivery to attract and manage events that benefit the destination's economy and overall profile.
2. Your responsibilities
• Strategic Planning and Leadership: Developing and implementing a comprehensive event strategy, aligning it with the destination's overall goals and objectives. • Event Sales and Marketing: Driving event lead generation and conversion, developing marketing plans, and promoting the destination as an attractive event location (to visit, invest, live, study). • Event Operations Management: Overseeing all aspects of event planning and execution, including venue sourcing, logistics, budgeting, staffing, and on-site management. • Stakeholder Management: Collaborating with various stakeholders, including combined authority and local authority partners, and venues, suppliers and private sector businesses to ensure seamless event delivery. • Team Management: Line managing the Corporate Events Assistant and leading and mentoring a team of event professionals (often external), fostering a positive and productive work environment. • Performance Measurement and Reporting: Tracking event performance against key metrics, analysing results, and reporting on event success.



- Destination Promotion: Actively promoting the destination as a premier location for visitor and investment opportunities, showcasing its unique attractions and capabilities.
- Risk Management: Identifying and mitigating potential risks associated with event planning and execution, ensuring the safety and security of participants.
- Industry Engagement: Maintaining strong relationships with event industry professionals and staying abreast of industry trends.
- Innovation and Creativity: Exploring new event concepts and formats, seeking innovative ways to enhance the event experience and attract new business.
- Policy: Responsibility for LCRDPs event management policies and procedures.

3. General Corporate Responsibilities

- Contribute to the delivery of the LCR DMP and any LCC/ LCRCA plans relevant to LCRDP.
- Support the objectives of the strategic framework for the visitor economy across the city region. The DMP is the guiding compass for promotion and delivery within a new funding and governance landscape.
- Collaboration with partners in our local authorities to support activity that benefits the city region visitor economy.
- Work in partnership with LCR Combined Authority and Liverpool City Council as funders of LCRDP, adopting and fostering an inclusive and collaborative working relationship.
- Delivering and promoting excellent customer service, externally and internally.
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement.
- Making the LCRDP a great place to work, living the values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance.
- Be committed to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken.
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and both LCRCA and the City Council's safety plans.

4. Recruitment Plan

Competency Based Interview
Assessment

Key words:

Terms candidates may search to find this job online

PERSON SPECIFICATION

Job Title: Head of Events

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Degree in event management, marketing, business or related field	E	A
Substantial relevant experience evidence of transferrable skills for this role	E	A
Knowledge of the LCR and broad offering for business meetings and events.	E	A
Knowledge of global event trends and emerging technologies in event management	E	A
Knowledge of Destination Management Organisations.	D	A
Understanding of the Visit and Invest agendas and how events support economic growth.	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Proven experience in event management, particularly in international tradeshow, conferences or corporate events.	E	A, I
Strong interpersonal and relationship-building skills with the ability to work with a diverse range of stakeholders.	E	A, I
Excellent project management skills, including the ability to manage multiple events simultaneously.	E	A, I, P
Ability to travel internationally as required for event coordination and relationship management.	E	A, I
Strong communication skills, both written and verbal.	E	A, I, P
A proactive, can-do attitude with attention to detail and the ability to work under pressure.	E	A, I
Financial management experience – forecasting, budgeting, and business planning.	E	A, I
Experience of policy and procedures relating to the events industry (e.g. Health and Safety).	E	A, I
Experience working in a dynamic event led and fast paced environment.	D	A, I
Knowledge of the Liverpool City Region.	D	A, I
Fluency in (languages) would be an advantage.	D	A, I

Skills and abilities	E = Essential D = Desirable	Identified By
Excellent Project Management / Account Management skills.	E	A, I
Highly effective communication skills and experience of presenting to senior stakeholders.	E	A,
Outstanding customer service skills.	E	A,
Ability to identify new opportunities and being pro-active in pursuing them.	E	A, I
Presentation delivery skills.	E	A, I
Excellent networking skills.	E	A, I
Understanding of the events sector.	E	A, I
Sales and promotion skills, ability to influence and negotiate.	E	A, I
Proficient in Microsoft Teams, PowerPoint, Word, Outlook and Excel.	E	A, I
Ability to prioritise workloads to meet deadlines.	E	A, I
A self-starter with a high level of initiative and the ability to act independently.	D	A, I
Ability and enthusiasm to get involved in the wider work of the team.	D	A, I
Strategic Thinking, ability to identify new business opportunities and develop growth strategies.	D	A, I
Marketing & Digital Skills, knowledge of social media, content creation, and digital marketing to promote the destination.	D	A, I

Personal Attributes	E = Essential D = Desirable	Identified By
Agreement to work unsociable hours, weekends and bank holidays and to work flexibly to meet the needs of the team.	E	I
Ability to build and maintain strong relationships with key partners and stakeholders is crucial for successful collaboration and achieving mutual goals.	E	I
The successful candidate is expected to be dedicated, adaptable and passionate about the City Region's visitor and inward investment agendas.	E	I
The successful candidate must recognise the importance of the City Region's visitor economy and the positive impact it has on local communities. A strong belief in the value of tourism will drive forward this commitment.	E	I
Commitment to engaging with the local visitor economy community to build goodwill and support initiatives.	E	I
A commitment to attending industry conferences, networking events, staying up to date on event trends and embracing new technologies will enhance the effectiveness of the role and open doors for collaboration and growth.	E	I



A commitment to sustainability and sustainable working practices, net zero achievement and climate action.	E	I
An understanding of and a personal commitment to the Vision and Values of LCRCA and LCRDP	D	I
Willingness to undertake additional training as required.	D	I

Core Behavioural Competencies	E = Essential D = Desirable	Identified By
Ability to work unsociable hours and travel when required	E	I

Key to Assessment Methods:

**Please specify for each criterion, column to be removed for external posting.*

KO – Knockout question	A - Application	P – Presentation	T - Test
FQ – Filter Question	I – Interview	E – Exercise	AC – Assessment