



Candidate Information Pack



Events Manager

Introduction from the Director of Planning



Firstly, thank you for your interest in the position of Events Manager at Cheltenham Borough Council.

This is an important and exciting appointment for Marketing Cheltenham and I am looking for a candidate who has a passion for making a difference and will strive to achieve the aims of Marketing Cheltenham.

From humble beginnings, but with a strong ambition, Marketing Cheltenham has developed great successes over the past year. Cheltenham Borough Council's ambition is to grow it to become an organisation that promotes Cheltenham as one of the best towns in the UK to visit, work, study and invest. Cheltenham aspires to be a place where everyone thrives – to be one of the UK's most 'liveable' towns, with residents and visitors alike inspired by our culture, food, public spaces, education and the diversity and quality of accessible experiences. Marketing Cheltenham's remit is to encourage more visitors to the town, get them to stay longer and support the local tourism, hospitality and leisure economy. This, in turn, will support economic growth – new jobs, business creation – and culture for the continued benefit of local people.

In 2016 Cheltenham Borough Council and The Cheltenham Tourism Partnership (which includes Cheltenham BID) launched a strategy to grow Cheltenham's visitor economy by 5% year-on-year. The target for success is to reach a value of the tourism economy of £177 million by 2021. For more detail about our strategy and how it will be achieved please visit www.marketingcheltenham.co.uk

I wish you all the best in your application.

Tracey Crews

Director of Planning

Cheltenham Borough Council

For industry

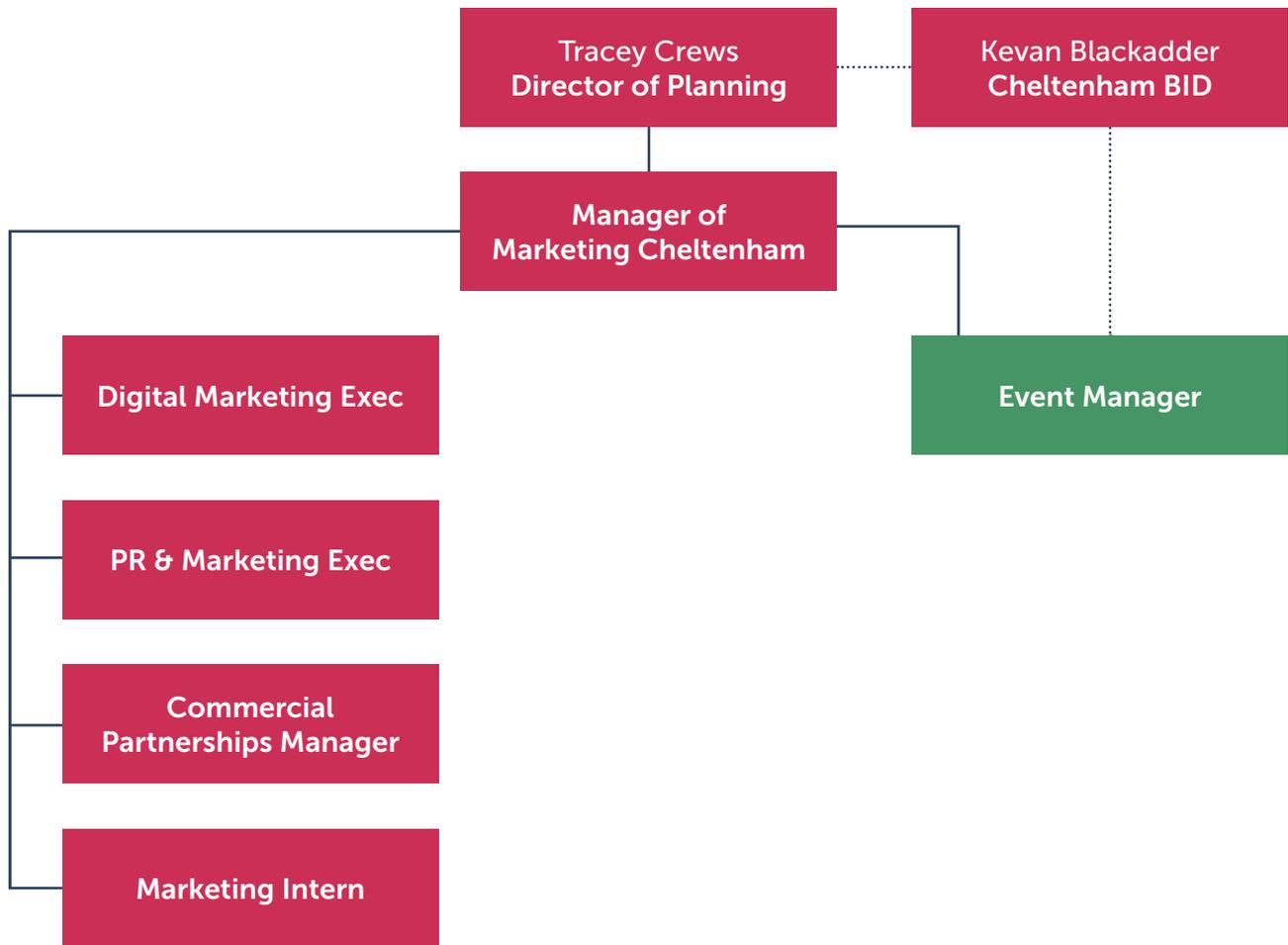
www.marketingcheltenham.co.uk  @marketingchelt

For consumer

www.visitcheltenham.com  @visitchelt  @visitcheltenham  VisitCheltenham



Marketing Cheltenham Staff Structure



Events Manager

Contract: Fixed term to 31 July 2021

Salary: £30,559 to £34,112

About the Job

Marketing Cheltenham was launched as a new initiative by Cheltenham Borough Council in collaboration with Cheltenham BID and other major town partners in November 2017. As part of our place making and growth agenda we have ambitious plans to raise the profile of Cheltenham as a great place to visit, work, invest and study.

As part of this ambition we are looking for a creative, energetic Events Manager to lead in creating exciting events as well as managing third parties to deliver events and experiences, as part of the visitor growth strategy for Cheltenham. This role will be a crucial event management role for Cheltenham Borough Council and Cheltenham BID, developing an events strategy, acting as a coordinator between Council departments and external suppliers, ensuring events and experiences in the town are reflective of the Cheltenham brand and delivering the requirements of the council's Safety and Advisory Group.

This role has a wide remit and a limited budget, so it is essential that the person responsible is creative, diligent and resourceful with excellent project management skills.

The Marketing Cheltenham team will work between Cheltenham BID and the council's Municipal Offices, together with agile/mobile working due to the nature of the role. The post holder will be expected to forge strong links with the council's Communications Team. This is a jointly funded role with Cheltenham BID and is initially fixed term to the end of the current BID term; however, subject to success, it is envisaged there will be an ongoing need for the role.

Events Manager

This is what we need you to do...

- Responsible for delivering a range of events for Cheltenham Borough Council and Cheltenham BID, managing the whole process from the planning stage, through to delivery, breakdown and the post-event evaluation
- Manage project budget of events for Cheltenham Borough Council and Cheltenham BID
- Manage third party event companies delivering events on Cheltenham Borough Council land in particular parks and gardens
- Liaise with relevant stakeholders to define their exact event requirements
- Produce detailed proposals for events (for example, timelines, venues, suppliers, legal obligations, health and safety, staffing and budgets)
- Research venues, suppliers and contractors, and then negotiate prices and hire
- Manage and coordinate suppliers and all event logistics (for example, venue, catering, travel)
- Work with the marketing team to publicise and promote the event through social media, website, word of mouth and other mediums in a timely manner
- Manage all pre-event planning
- Coordinate suppliers, handle client queries and lead on the day/s of the event to ensure that all runs smoothly and to budget
- Work within a matrix management structure, with key officers of the Council, depending on the nature of the event
- Organise facilities for car parking, traffic control, security, first aid, hospitality and the media
- Make sure that insurance, legal, health and safety obligations are followed
- Ensure events are scrutinised through the council's Safety Advisory Group, including liaison with relevant elected members, officers and communities
- Develop and maintain relationships with potential sponsors and be able to operate within a commercial context
- Research opportunities for new events
- Manage event volunteers, giving full briefings
- Be an ambassador for Marketing Cheltenham, reinforcing the Borough Council's Place Vision and the Cheltenham brand

Events Manager

General

- Stay abreast of the latest thinking around event delivery and develop good working relationships with events teams for commercial events and teams within neighbouring local authorities
- Support and work with other team members, Cheltenham BID and others as required across the Council
- Be flexible in hours of working, including evenings and where required weekends
- Although the work is largely office based, you'll need to travel to visit clients, partners, sponsors, venues and other suppliers. You will need to work outside to plan and deliver the event
- A reasonable level of adaptability is required to meet the needs of event management and delivery
- Must be able to work independently, taking responsibility for all aspects of events
- You will be required to communicate with a variety of stakeholders from businesses to members of the public and the council's staff and senior leadership team
- Demonstrate a commitment to personal and professional development
- To be flexible in hours of working, including evenings and where required weekends
- Demonstrate a commitment to personal and professional development, identify any gaps in skills, knowledge and expertise and help plan appropriate training programmes for your team and Members
- Be part of the emergency planning team, out of hours working may be required
- Manage the service's health and safety and risk management issues

Education & Qualifications

- Qualification in events management or related discipline, appropriate to the remit of the role, or equivalent by experience

Experience and skills

Essential

- Demonstrable experience in the delivery of events
- Excellent project management and time management
- An understanding of the tourism, leisure or hospitality industry and the value of events to this sector
- Excellent verbal and written communication, including report writing and presenting material to a range of audiences
- Experience of engaging in sponsorship
- Proven ability to work effectively in a busy environment managing multiple stakeholders and competing demands

Desirable

- Demonstrable computer literacy and IT skills
- Accomplished analytical and problem-solving skills with good attention to detail
- Self-motivated and able to see tasks through to a successful conclusion, including meeting challenging deadlines where necessary
- Limited budgets will mean that creativity is essential
- An understanding of the cultural offer of Cheltenham

Events Manager

Benefits

Holiday

The holiday leave year runs from 1st April to 31st March. Holiday entitlement on joining the council will be 25 days pro rata in addition to pro rata bank holidays. The entitlement increases to a maximum of 30 days as follows:

- At year 1 – increases to 26 days (pro rata)
- At year 2 – increases to 27 days (pro rata)
- At year 3 – increases to 28 days (pro rata)
- At year 4 – increases to 29 days (pro rata)
- At year 5 – increases to 30 days (pro rata)

Pension

You will enter the Superannuation Scheme automatically on appointment with appropriate deductions from salary. You may opt out of the scheme at any time by completing the relevant form and forwarding this to the Human Resources Division. A copy of the scheme booklet can be accessed by visiting the pension pages of Gloucestershire County Council's website.

Sickness

The council sickness scheme is intended to supplement statutory sick pay and incapacity benefit so as to maintain normal pay during defined periods of absence on account of sickness, disease, accident or assault. Sickness payment under the scheme is based on local government service and is as follows:-

- During the 1st year of service one month's full pay (and after completing four months' service) one month's full pay and two months' half pay.
- During the 2nd year of service two months' full pay and two months' half pay.
- During the 3rd year of service four months' full pay and four months' half pay.
- During the 4th and 5th years of service five months' full pay and five months' half pay.
- After 5 years' service six months' full pay and six months' half pay.

Other benefits

- Subsidised parking
- Employee welfare service
- Enhanced maternity scheme
- Paternity leave
- Smart working – laptops, mobile phone, potential for remote and home working
- Flexitime scheme
- Potential to buy and sell annual leave