



Banbury Town Council

JOB DESCRIPTION

Post title:	Events Manager
Post No:	BTC 21
Grade:	LC2/3 SCP 29-36 (£35,411- £42,503)
Hours	37 hours per week

Responsible to:	Town Clerk	Post No:	BTC 1
Responsible for:	Civic & Hospitality Officer Sergeant at Arms and Macebearer Town Hall Duty Managers Town Hall Cleaner + Clock Winder	Post No:	BTC 8, 9, 10, 11, 12, 16, 17 & 23

Job Purpose:

To manage events in the widest sense, whether part of the Council's own programme of town and civic events or events being put on by third parties hiring the council's indoor or outdoor facilities, including sports pitch hires.

Key Objectives:

To effectively manage events and activities for which the council has responsibility.
To establish, develop and maintain systems to formally carry out Health & Safety inspections.
To monitor the standard of the Town Hall and other council assets being used for events.
To manage and promote the Town Hall as a wedding, conference and dining venue.
To maximise income generated through activities and events.
To oversee all civic/ceremonial matters and provide a support service to the Mayoralty.
To line manage the events, civic/ceremonial and Town Hall maintenance and cleansing staff.
To assist with the preparation of detailed specifications, tendering and evaluation of contracts.

Responsibilities:

1 Event Management

- a) Producing detailed proposals for events (e.g. timelines, venues, suppliers, legal obligations, staffing and budgets) and preparing supporting documentation to ensure the effective management of the events.
- b) Agreeing and managing budgets for the activity, and in particular seeking to broaden the mix of income streams to support events, developing new streams of income from sponsorship and/or grant aid where appropriate.
- c) Securing and booking suitable venues or locations.
- d) Ensuring insurance, legal, health and safety, licensing and other obligations are adhered to and liaising with all relevant authorities.
- e) Co-ordinating venue management, caterers, stand designers, contractors, entertainment and equipment hire.
- f) Assuming any appropriate licensing responsibilities (Designated Premises Supervisor and/or Personal License Holder) for event venues and applying for TENS where no Premises Licence.
- g) Liaising with clients to ascertain their precise event requirements.
- h) Organising car parking, traffic control, security, first aid, hospitality and the media.
- i) Identifying and securing speakers or special guests.
- j) Planning room/location layouts and the entertainment programme, scheduling workshops and demonstrations.
- k) Co-ordinating staffing requirements and staff briefings, especially for event stewarding.

	<ul style="list-style-type: none"> l) Selling sponsorship/stand/exhibition space to potential exhibitors/partners. m) Creating a marketing strategy to promote each event, liaising with internal colleagues. n) Organising the production of tickets, posters, brochures, plus social media coverage. o) Co-ordinating suppliers, handling client queries and troubleshooting on the day of the event to ensure that all runs smoothly. p) Overseeing the dismantling and removal of the event and clearing the venue efficiently. q) Post-event evaluation (including data entry and analysis and producing reports for event stakeholders). r) Researching markets to identify opportunities for events. s) To attend and participate in all relevant internal and external meetings (including the Event committees and working groups) in connection with the responsibilities of the post. t) To manage any contracts for the operation of any retail, farmer's markets, and other continental/specialist markets, ensuring the operators comply with all conditions as set out. u) To establish, maintain and administer procedures for the operation of fairs and ensure they are properly licenced and operated within current legislation and are compliant with all health and safety/insurance regulations. v) Responsible for maximising revenue from existing established income streams and developing opportunities to increase revenue through new business, events, fairs and markets. w) Responsible for consulting with and informing the Operations Team regarding proposed events, open spaces and Sports Pitch Bookings. Requirement to work closely with operations personnel ensuring good communications are undertaken, regarding any requirements for other BTC staff involvement in event management or sports pitch provision, in a timely manner to deliver successful events and sports pitch hires.
2	<p>Civic & Ceremonial</p> <ul style="list-style-type: none"> a) Overseeing the administrative and secretarial support to the Town Mayor. b) Overseeing invitations received by the Town Mayor and correspondence arising therefrom; c) Supporting preparation and publication of weekly mayoral engagements lists for the press; d) Compiling and monitoring the budget(s) relating to civic/mayoral duties and reporting thereon; e) Ensuring the Sergeant at Arms and Macebearer are properly trained and able to fulfil their functions, also supervising their deployment and attendance at functions with the Town Mayor. f) Overseeing arrangements for the Town Mayor's transport. g) Maintenance and care of Civic property (such as Town Hall portraits/paintings; Maces e.t.c) on a rolling programme and maintaining inventories and ensuring it is properly cared for/insured and secured as necessary. h) Overseeing the ordering of Civic Robes and other insignia as and when required. i) Overseeing Mayoral photography.
3	<p>Town Hall</p> <ul style="list-style-type: none"> a) Taking responsibility for the management of the building both as a venue and a workplace, including discharge of all cleansing, decorating, waste management, caretaking & security, fire safety and other H&S requirements; b) Assuming any appropriate licensing responsibilities (Designated Premises Supervisor and/or Personal License Holder).
4	<p>Other</p> <ul style="list-style-type: none"> a) To line manage the staff falling within the area of responsibility of the post. b) To procure goods and services in line with the Council's Standing Orders, procedures, ensuring that value for money is demonstrated, and within budgets agreed. c) To respond to enquiries/complaints and provide professional advice on all matters within the role to colleagues, Elected Members, clients and the public.

- d) To attend and prepare reports for all meetings as required in connection with the provision of the events service and others as required by the Council.
- e) To deputise for other members of staff during holidays, sickness absence, etc.
- f) To undertake such other duties and responsibilities and contribute to any other projects commensurate with the level of the post and in accordance with the job purposes as required by the Town Clerk, or in his absence the Director of Environment, from time to time.

This Job Description was created by

Mark Hassall

on

18 January 2023