

Evidence required to progress through the Framework: Festival and Events Team

You will need to provide evidence that you meet all the criteria set out in the CPF in order to progress. Where evidence is required to demonstrate knowledge, skills or experience, you may like to collate these into a portfolio. One document can evidence that you meet several criteria (e.g. showing both experience and a skill), but you must make sure you have evidence for all the criteria.

Evidence can include but is not limited to:

- Minutes from 1-1's, Performance Appraisal meetings and documents
- Written feedback from clients, partners, colleagues, stakeholders, funders and Councillors
- Record of line manager observation or a professional discussion
- Event Location Hire applications showing engagement and progression through the event planning process
- Event project plans showing key outputs achieved by you.
- Responses to customer/client/stakeholder enquiries where you have provided helpful and positive responses that illustrate your skills, knowledge and experience.
- Records of training and learning course and events you have participated in.
- Case studies of work completed highlighting developments aligned to career progression criteria
- Presentations or training materials
- Metrics and/or data that show improved understanding and alignment with business objectives.
- Data analysis reports or dashboards produced
- Marketing materials, campaign plans, or promotional content you created.
- Screenshots, reports, or workflows from systems
- Budget plans, financial reports, or project summaries
- Process maps, procedure manuals, or compliance reports

EVENTS OFFICER		
EVIDENCE FOR PROGRESSION TO LEVEL 3A	EVIDENCE FOR PROGRESSION TO LEVEL 3B	EVIDENCE FOR PROGRESSION TO LEVEL 3C
<u>Qualifications:</u> • Certification evidence presented at interview stage.	<u>Qualifications:</u> • Provide details of commencement of relevant health & safety and event management courses enrolled in or recently completed	<u>Qualifications:</u> • Provide details of commencement of relevant health & safety and event management courses enrolled in or recently completed
<u>Knowledge:</u> • Demonstrate at interview stage via questions and answers	<u>Knowledge:</u> • Provide a minimum of 2 examples showing how your knowledge has developed and been applied. This could include: ○ Provide examples of specific roles you have collaborated with in the outdoor event sector, such as event planner, coordinator, or promoter. Highlight how your knowledge and understanding of their roles has grown as you have been involved in organising or managing outdoor events.	<u>Knowledge:</u> • Provide a minimum of 2 examples, showing how your knowledge has developed and been applied. This could include: ○ Provide examples of specific outdoor events where you applied health and safety regulations. Reference specific regulations, such as the Health and Safety at Work Act 1974 Include details about the safety plans and risk assessments you conducted, and the outcomes achieved.

	○ Reference specific instances where you applied your knowledge of policies such as the Medway Outdoor Events Policy your work. Explain how you ensured compliance with local authority regulations and policies during event planning and execution. ○ Detail how you have used The Purple Guide to inform your event planning and management practices. Provide examples of events where you applied the guidance from The Purple Guide to ensure health, safety, and welfare standards. ○ Detail how you have applied your knowledge in budgeting, financial reporting, and managing funds for events Include any specific financial systems or software you have used to track expenses and ensure financial accountability.	○ Provide examples of where you have used your knowledge to contribute to the successful delivery of an outdoor event in Medway. Include details about the event, the planning process, and the strategies used to ensure its success. ○ Provide examples of how you ensured compliance with GDPR during event planning and execution, including data protection measures and obtaining consent. ○ Provide examples of marketing plans and content you developed utilising your knowledge. Include details about the planning process, the content created, and the strategies used to engage your target audience.
<u>Experience:</u> • Evidence on job application and at interview via scenario-based questions. • Use of references to evidence previous work experience	<u>Experience:</u> • Experience and consistent performance at level 3A evidenced by performance records. • Provide a minimum of 2 examples, detailing your experience against each of the criteria. This could include: ○ Share examples of successful location hires you have managed, detailing the strategies you used to attract clients and maximise income. ○ Detail specific instances where you have built and maintained professional relationships with colleagues, clients, or partners. ○ Provide detailed descriptions of events you have planned and delivered, including the planning process, logistics, and outcomes. ○ Share examples of marketing campaigns or publicity efforts you have been involved in, detailing your role and the strategies used. Provide data or metrics that show the impact of	<u>Experience:</u> • Experience and consistent performance at level 3B evidenced by performance records. • Provide a minimum of 2 examples, detailing your experience against each of the criteria. This could include: ○ Provide examples of specific events where you supported location hires, detailing your role and the tasks you handled. ○ Share detailed descriptions of events you have planned and delivered, including the planning process, logistics, and outcomes. Highlight any challenges you overcame and the strategies you used to ensure the success of these events. ○ Detail your experience with managing client relationships, including how you attracted and retained clients for location hires. Provide data or metrics that show the success of your sales efforts, such as increased bookings or revenue.

	these campaigns, such as increased attendance or engagement.	○ Share examples of marketing campaigns or strategies you have developed and executed, detailing your role and the approaches used. Include data or metrics that demonstrate the impact of these campaigns, such as increased attendance, engagement, or visibility.
<u>Skills:</u> • Evidenced via job application, scenario-based questions and / or skills assessment at interview	<u>Skills:</u> • Provide a minimum of 2 examples, showing how your skills have developed as you have used them in the workplace. This could include: ○ Provide examples of situations where you had to make decisions independently, detailing the context and the outcomes. Highlight any instances where you used your initiative to resolve unusual or unexpected issues. ○ Share examples of times when you quickly learned new information or skills, such as during a project. Include feedback from supervisors or colleagues that highlights your ability to adapt and learn swiftly. ○ Detail specific instances where you successfully adapted to changes, such as new processes, technologies, or team dynamics. Highlight any positive outcomes that resulted from your adaptability. ○ Provide examples of projects or roles where you managed a variety of tasks, detailing how you balanced and prioritised them. Include any feedback or evaluations that demonstrate your effectiveness in handling diverse responsibilities. ○ Share examples of how you manage your time and ensure productivity, such as using time management tools or techniques. ○ Detail specific instances where you supported colleagues, detailing the guidance you provided and the impact it had.	<u>Skills:</u> • Provide a minimum of 2 examples, showing how your skills have developed as you have used them in the workplace. This could include: ○ Provide examples of situations where you successfully identified and met customer needs. ○ Detail specific instances where you managed high-pressure situations, detailing the strategies you used to stay organized and focused. Highlight any successful outcomes or achievements despite the challenging circumstances. ○ Share examples of situations where you used your interpersonal and communication skills to resolve conflicts or complex issues. Include any feedback or evaluations from colleagues or clients that demonstrate your ability to handle confrontational situations effectively. ○ Provide examples of times when you stepped in for the Senior Events Manager, detailing the responsibilities you took on and the outcomes achieved. Highlight any specific skills or qualities that enabled you to successfully deputise in this role.

	○ Provide examples of written documents or presentations you have created, such as reports, emails, or proposals. Share instances where your verbal communication skills were crucial, such as in meetings, negotiations, or public speaking engagements.	
EVENTS TEAM CO-ORDINATOR		
EVIDENCE FOR PROGRESSION TO LEVEL 4A	EVIDENCE FOR PROGRESSION TO LEVEL 4B	EVIDENCE FOR PROGRESSION TO LEVEL 4C
<u>Qualifications:</u> • Certification evidence presented at interview stage.	<u>Qualifications:</u> • Provide evidence of commencement or completion of relevant health and safety or business administration courses	<u>Qualifications:</u> • Provide evidence of commencement or completion of relevant health and safety or business administration courses
<u>Knowledge:</u> ○ Demonstrate at interview stage via questions and answers.	<u>Knowledge:</u> • Provide a minimum of 2 examples, showing how your knowledge has developed and been applied. This could include: ○ Provide examples of specific events where you managed or supported the recruitment and contracting of casual staff. Highlight any policies or procedures you followed. ○ Provide examples of how you have applied your knowledge to managing location hires, detailing how you applied corporate finance procedures to ensure financial accountability. Include any specific financial systems or software you used, such as budgeting tools or financial reporting platforms. ○ Share examples of how you used Integra and Jadu for financial transactions and budgeting. ○ Provide examples of projects where you set and monitored budgets, detailing the strategies you used to ensure value for money and prevent overspending. Include any metrics or data that demonstrate	<u>Knowledge:</u> • Provide a minimum of 2 examples, showing how your knowledge has developed and been applied. This could include: ○ Detail specific instances where you applied knowledge and managed these processes. Highlight any improvements or efficiencies you introduced. ○ Detail projects where you utilised these systems to solve complex financial problems or streamline processes. Include screenshots or reports generated from these systems that demonstrate how you applied your knowledge. ○ Detail how you used these systems to analyse data and make informed decisions. Provide examples of data analysis reports or dashboards you created and show how your data analysis knowledge led to actionable insights and positive outcomes. ○ Detail your role in business planning and how your knowledge contributed to revenue growth. Share business plans, revenue forecasts, or strategic documents you developed. ○ Detail specific projects where you managed budgets and ensured

	your success in budget management. ○ Detail how you used your knowledge in developing financial business plans aimed at revenue generation. Share examples of successful revenue generation strategies you implemented, including the outcomes achieved. ○ Provide detailed descriptions of events you have coordinated and managed, highlighting your responsibilities and the knowledge applied. Include any feedback or evaluations from participants or stakeholders that demonstrate your effectiveness in event management.	financial control. Provide budget plans, financial reports, or project summaries that showcase how you applied your knowledge. ○ Provide examples of how you applied your knowledge to identify and meet customer needs and managed their expectations effectively.
<u>Experience:</u> • Evidence on job application and at interview via scenario-based questions. • Use of references to evidence previous work experience	<u>Experience:</u> • Experience and consistent performance at level 4A evidenced by performance records. • Provide a minimum of 2 examples, detailing your experience against each of the criteria. This could include: ○ Detail specific projects or situations where you interacted with various stakeholders, such as clients, team members, executives, and external partners. Highlight any challenges you faced and how you overcame them. ○ Detail instances where you successfully managed competing priorities and tight deadlines. Explain your strategies for prioritisation and time management. Include project timelines, task lists, or schedules that illustrate your ability to handle multiple demands. ○ Detail specific processes or procedures you have followed in your work. Highlight any improvements or efficiencies you introduced. Provide process maps, procedure manuals, or	<u>Experience:</u> • Experience and consistent performance at level 4B evidenced by performance records. • Provide a minimum of 2 examples, detailing your experience against each of the criteria. This could include: ○ Detail specific projects where you used interactive spreadsheets to analyse data, track progress, or make business decisions. Highlight any business development resources you created, such as reports, presentations, or strategic plans. Provide examples of interactive spreadsheets you have developed, including screenshots or templates. Share business development resources you have created, such as business plans, market analysis reports, or growth strategies. ○ Detail specific outdoor events where you held a management role. Highlight your responsibilities, such as coordinating teams, managing logistics, or ensuring safety and compliance. Provide event plans, schedules, or post-event reports that showcase your management role. Include any feedback or testimonials from team members or event participants. Share data on the

	compliance reports that showcase your experience. ○ Detail specific projects or departments where you managed budgets. Explain how you set budgets, monitored expenses, and ensured financial control. Include budget plans, financial reports, or project summaries that demonstrate your skills. ○ Detail specific outdoor events you coordinated or supervised. Highlight your responsibilities and any challenges you faced.	success of the events, such as attendance figures, participant satisfaction scores, or logistical efficiency.
<u>Skills:</u> ○ Evidence on job application and at interview via scenario-based questions. ○ Use of references to evidence previous work experience	<u>Skills:</u> ● Provide a minimum of 2 examples, showing how your skills have developed as you have used them in the workplace. This could include: ○ Examples of projects where you followed established guidelines but also took the initiative to find solutions as necessary. Detail how you used your initiative and highlight the outcome. ○ Provide examples of how you encountered a straightforward problem and used your creativity to find a solution. Highlight the outcome and how your solution improved the process or resolved the issue effectively. ○ Provide examples of a time when you successfully communicated with others. Explain your role and the communication challenge and detail the steps you took to communicate effectively. Highlight the outcomes and any positive feedback received, or mention specific instances where your communication skills led to successful collaboration or problem resolution.	<u>Skills:</u> ● Provide a minimum of 2 examples, showing how your skills have developed as you have used them in the workplace. This could include: ○ Detail instances where you successfully communicated the vision and objectives of business plans and policies to your team. Highlight any strategies you used to ensure clarity and understanding. ○ Detail specific situations where you effectively resolved conflicts. Explain the techniques you used and the outcomes achieved. ○ Detail successful marketing and promotional campaigns you have managed. Highlight your strategies and the results achieved. Share data on campaign performance, such as engagement rates, conversion rates, or increased visibility. ○ Detail instances where you stepped into these roles and managed their responsibilities effectively. Highlight any challenges you faced and how you overcame them.
SENIOR EVENTS OFFICER		

EVIDENCE FOR PROGRESSION TO LEVEL 4A	EVIDENCE FOR PROGRESSION TO LEVEL 4B	EVIDENCE FOR PROGRESSION TO LEVEL 4C
<u>Qualifications:</u> • Certification evidence presented at interview stage.	<u>Qualifications:</u> ○ Provide evidence of commencement or completion of relevant health & safety and event or project management qualification	<u>Qualifications:</u> ○ Provide evidence of commencement or completion of relevant health & safety and event or project management qualification
<u>Knowledge:</u> • Demonstrate at interview stage via questions and answers.	<u>Knowledge:</u> • Provide a minimum of 2 examples, showing how your knowledge has developed and been applied. This could include: ○ Detail specific instances where you managed recruitment and contracting for casual staff at Events Medway. Highlight any improvements or efficiencies you introduced. ○ Detail projects where you applied your knowledge of corporate finance procedures to location hire processes. Explain how you ensured financial compliance and efficiency. ○ Detail how you used your knowledge of Integra and Jadu to manage financial processes. Highlight any specific tasks or projects where these systems were crucial. ○ Detail specific projects where you applied your knowledge of how to manage budgets. Explain how you set budgets, monitored expenses, and ensured financial control. ○ Describe your role in financial business planning and how your contributions led to revenue growth. ○ Detail specific events you coordinated or managed utilising your knowledge. Share any data on event success, such as attendance figures, participant satisfaction scores, or logistical efficiency.	<u>Knowledge:</u> • Provide a minimum of 2 examples, showing how your knowledge has developed and been applied. This could include: ○ Detail specific instances where you managed processes. Highlight any improvements or efficiencies you introduced. Share any statistics on recruitment success rates, training completion rates, or staff retention rates. ○ Detail projects where you applied your knowledge of systems to solve complex financial problems or streamline processes. Present any data on financial improvements or efficiencies achieved through your use of these systems. ○ Detail how you used these systems to analyse data and make informed decisions. Show how your data analysis led to actionable insights and positive outcomes. ○ Detail your role in business planning and how your contributions led to revenue growth. Share business plans, revenue forecasts, or strategic documents you developed. ○ Detail specific projects where you managed budgets and ensured financial control. This may include data on budget adherence, cost savings, or financial performance of projects. ○ Share examples of how you applied knowledge to identify and meet customer needs and managed their expectations effectively. Show improvements in customer satisfaction scores, repeat business, or other relevant metrics.
<u>Experience:</u>	<u>Experience:</u>	<u>Experience:</u>

○ Evidence on job application and at interview via scenario-based questions. ○ Use of references to evidence previous work experience	● Experience and consistent performance at level 4A evidenced by performance records. ● Provide a minimum of 2 examples, detailing your experience against each of the criteria. This could include: ○ Detail specific projects or situations where you interacted with various stakeholders, such as clients, team members, executives, and external partners. Highlight any challenges you faced and how you overcame them. ○ Detail instances where you successfully managed competing priorities and tight deadlines. Explain your strategies for prioritisation and time management. ○ Detail specific processes or procedures you have followed in your work. Highlight any improvements or efficiencies you introduced. ○ Detail specific projects where you managed budgets. Explain how you set budgets, monitored expenses, and ensured financial control. ○ Describe specific outdoor events where you coordinated or supervised. Highlight your responsibilities and any challenges you faced. ○ Detail projects where you used Excel and other IT packages to manage data, analyse information, or streamline processes. ○ Detail your role in managing timesheets and payroll. Highlight any improvements you introduced to streamline the process. ○ Detail specific projects where you contributed to the development or improvement of financial systems. Explain your role and the impact of your contributions.	● Experience and consistent performance at level 4B evidenced by performance records. ● Provide a minimum of 2 examples, detailing your experience against each of the criteria. This could include: ○ Detail specific projects where you used interactive spreadsheets to analyse data, track progress, or make business decisions. Highlight any business development resources you created, such as reports, presentations, or strategic plans. Provide examples of interactive spreadsheets you have developed, including screenshots or templates. ● Detail specific outdoor events where you held a management role. Highlight your responsibilities, such as coordinating teams, managing logistics, or ensuring safety and compliance.
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	○ Detail specific administrative tasks you have managed in these areas. Highlight any improvements or efficiencies you introduced. ○ Detail specific instances where you managed casual staff. Highlight your responsibilities and any challenges you faced. ○ Detail specific festivals or events where you assisted with these duties. Highlight your responsibilities and any challenges you faced.	
<u>Skills:</u> ○ Evidence on job application and at interview via scenario-based questions. ○ Use of references to evidence previous work experience	<u>Skills:</u> ● Provide a minimum of 2 examples, showing how your skills have developed as you have used them in the workplace. This could include: ○ Detail specific instances where you followed defined procedures and independently handled straightforward situations. Highlight any times you referred to your line manager for more complex issues. ○ Detail situations where you used your judgement and creativity to solve problems or adapt to changes. Highlight any innovative solutions you implemented. ○ Detail specific instances where you effectively communicated with colleagues, clients, or stakeholders. Highlight any situations where your interpersonal skills helped resolve conflicts or build strong relationships.	<u>Skills:</u> ● Provide a minimum of 2 examples, showing how your skills have developed as you have used them in the workplace. This could include: ○ Provide examples of instances where you successfully communicated the vision and objectives of business plans and policies to your team. Highlight any strategies you used to ensure clarity and understanding. ○ Detail specific situations where you effectively resolved conflict. Explain the techniques you used and the outcomes achieved. ○ Provide examples of successful marketing and promotional campaigns you have managed. Highlight your strategies and the results achieved. ○ Detail instances where you stepped into these roles and managed their responsibilities effectively. Highlight any challenges you faced and how you overcame them.
LOCATIONS AND PROJECT MANAGER		
EVIDENCE FOR PROGRESSION TO LEVEL 5A	EVIDENCE FOR PROGRESSION TO LEVEL 5B	EVIDENCE FOR PROGRESSION TO LEVEL 5C
<u>Qualifications:</u> ● Certification evidence presented at interview stage.	<u>Qualifications:</u> ○ Provide evidence of commencement or completion of relevant management and health & safety qualification	<u>Qualifications:</u> ○ Provide evidence of commencement or completion of relevant management and advanced health &

		safety and specialist event management qualification
<u>Knowledge:</u> • Demonstrate at interview stage via questions and answers.	<u>Knowledge:</u> • Provide a minimum of 2 examples, showing how your knowledge has developed and been applied. This could include: ○ Provide examples of events where you used Apply4's EventApp to manage applications, detailing the features you utilised such as online application forms, built-in messaging, and integrated payments. ○ Share examples of outdoor events you have managed, including the planning process, logistics, and outcomes. Include any specific challenges you overcame and the strategies you used to ensure the success of these events. ○ Provide examples of creative projects you have managed, detailing the fundraising strategies you implemented and the management processes you followed. Highlight any successful outcomes, such as funds raised or project milestones achieved. ○ Reference specific health and safety regulations you have worked with, such as the Health and Safety at Work Act 1974. Provide examples of risk assessments and safety plans you have developed for events. ○ Provide examples of how you applied your knowledge of setting and managing project budgets within the workplace, detailing the strategies you used to ensure value for money and prevent overspending. Include any metrics or data that demonstrate your success in budget management.	<u>Knowledge:</u> • Provide a minimum of 2 examples, showing how your knowledge has developed and been applied. This could include: ○ Provide examples of projects or tasks where you applied Medway's Corporate Health and Safety policies and procedures. Reference specific policies or procedures you have worked with and explain their impact on your work. ○ Provide examples of outdoor events you have planned and delivered, including the planning process, logistics, and outcomes. Reference specific legislation, statutory permissions, and licenses you have worked with, such as the Health and Safety at Work Act 1974 and the Crime and Disorder Act 1998. Provide examples of how you incorporated counter-terrorism principles into your event planning, such as risk assessments and security measures.

	○ Detail your understanding of how the service you provide fits within the broader organisational context and interfaces with policies like the Outdoor Events Policy to achieve organisational goals.	
<u>Experience:</u> ○ Evidence on job application and at interview via scenario-based questions. ○ Use of references to evidence previous work experience	<u>Experience:</u> ○ Experience and consistent performance at level 5A evidenced by performance records. ● Provide a minimum of 2 examples, detailing your experience against each of the criteria. This could include: ○ Examples of specific projects where you developed and delivered a project plan. Include details about the objectives, the steps you took to achieve them, and the outcomes. ○ Examples of instances where you collaborated with community groups or commercial partners to develop an event. Detail the nature of the collaboration, the roles of each party, and the success of the event. Include any testimonials or feedback from partners. ○ Provide examples of situations where you handled a customer complaint. Detail the issue, the steps you took to resolve it, and the outcome. Highlight any positive feedback from the customer or improvements made to procedures as a result. ○ Detail marketing campaigns you developed and the promotional materials you produced. Include details about the target audience, the strategies used, and the results achieved. Share any metrics or feedback that demonstrate the campaign's success. ○ Provide examples of outdoor events you worked on, focusing on your role and responsibilities.	<u>Experience:</u> ● Experience and consistent performance at level 5B evidenced by performance records. ● Provide a minimum of 2 examples, detailing your experience against each of the criteria. This could include: ● Provide details of specific services you developed or maintained that met the needs of hirers/users. Include details about the service, the needs it addressed, and any feedback or metrics that demonstrate its quality and relevance. ● Give examples of instance where you encouraged staff to contribute ideas and implemented those ideas. Detail the process of gathering ideas, the specific ideas that were acted upon, and the positive outcomes. Include any feedback from staff that highlights your motivational skills. ● Provide examples of situations where you analysed complex information and developed strategies. Explain the information you analysed, the strategies you developed, and the long-term solutions implemented. ● Provide examples of a festival, event, or project you planned and delivered from start to finish. Include details about the planning process, budget management, and how you met strategic aims and objectives. ● Share examples of establishing partnerships to increase revenue and grow the service. Detail the nature of the partnerships, the opportunities maximised, and the revenue generated.

	Highlight your knowledge of relevant legislation and council policies, and how you applied them. Include any feedback from participants or stakeholders. ○ Provide examples of a time when you supervised or trained employees. Detail the tasks you coordinated, the training provided, and the performance management processes used. ○ Detail a high-pressure situation you faced and how you managed it. Explain the strategies you used to cope, the outcome, and any lessons learned. Highlight any personal development actions you took as a result.	
<u>Skills:</u> • Evidence on job application and at interview via scenario-based questions. ○ Use of references to evidence previous work experience	<u>Skills:</u> • Provide a minimum of 2 examples evidencing how your skills have developed and enabled you to achieve each of the skills criteria. ○ Provide examples where you had to communicate with different stakeholders, such as team members, clients, and senior management. Include details about how you adapted your communication style to suit each audience and the positive outcomes achieved. Highlight any feedback from stakeholders that demonstrates your adaptability. ○ Provide examples of where you analysed data and presented it to different audiences, such as technical teams and non-technical stakeholders. Provide details about the data analysis methods used, how you tailored the information for each audience, and the impact of your analysis. ○ Give examples of a process or system you improved to enhance efficiency and effectiveness. Detail the steps you took to identify the improvement opportunities, the changes	<u>Skills:</u> • Provide a minimum of 2 examples evidencing how your skills have developed and enabled you to achieve each of the skills criteria. These could include: ○ Examples of occasions where you explained the Medway Outdoor Event Policy or other business plans to your team. Include details about the vision and objectives you communicated, and any feedback from staff that highlights your ability to interpret and convey these plans effectively. ○ Share examples of where you successfully built and maintained positive relationships or effectively communicated with a diverse audience. Provide details about the situation, the communication methods used, and the outcomes. ○ Provide examples of a specific situation where you resolved a difficult or confrontational issue. Detail the steps you took to resolve the situation, the strategies you used, and the outcome. ○ Share examples of a creative marketing or promotional campaign you developed. Include details about the campaign, the creative strategies used, and the results achieved.

	implemented, and the results achieved. ○ Provide examples of a project where you managed the budget and ensured value for money. Include details about the budgeting process, how you monitored expenses, and the strategies used to stay within budget. ○ Share examples of an instance where you collaborated with internal teams and external partners to deliver a project or service. Detail the nature of the collaboration, the roles of each party, and the outcomes achieved. Include any feedback from partners that highlights the effectiveness of the collaboration. ○ Provide examples of a situation where you led and coached a team across multiple areas or locations. Include details about how you set clear direction, managed team performance, and provided coaching.	
PRODUCTION MANAGER		
EVIDENCE FOR PROGRESSION TO LEVEL 5A	EVIDENCE FOR PROGRESSION TO LEVEL 5B	EVIDENCE FOR PROGRESSION TO LEVEL 5C
<u>Qualifications:</u> • Certification evidence presented at interview stage. •	<u>Qualifications:</u> ○ Provide evidence of commencement or completion of relevant management and health & safety qualification	<u>Qualifications:</u> ○ Provide evidence of commencement or completion of relevant management and advanced health & safety and specialist event management qualification
<u>Knowledge:</u> • Demonstrate at interview stage via questions and answers.	<u>Knowledge:</u> • Provide a minimum of 2 examples, detailing how your knowledge has developed and been applied. This could include: ○ Provide examples of specific outdoor events you managed, detailing how you applied health and safety policies to ensure a safe event. Reference specific policies and guidelines you followed, such as the Health and	<u>Knowledge:</u> • Provide a minimum of 2 examples, detailing how your knowledge has developed and been applied. This could include: ○ Provide examples of establishing a successful partnership with an internal team or external organisation. Include details about the partnership, the goals and objectives, and the strategies used to maximise revenue and grow the service. Highlight any positive

	Safety Executive's event safety guidelines and The Purple Guide. ○ Share examples of instances where you managed the budget for an event or project. Detail the budgeting process, how you monitored expenses, and the strategies used to ensure value for money and compliance with financial regulations ○ Provide examples of an outdoor event you managed, focusing on the safety plans and onsite management hierarchy. Include details about the safety plans you developed, the management structure you implemented, and the outcomes. ○ Detail situations where you applied your knowledge of Health & Safety legislation to ensure a safe working environment. Reference specific legislation you followed, such as the Health and Safety at Work Act 1974.	outcomes, such as increased revenue or expanded services ○ Provide examples of an outdoor event where you applied your knowledge of corporate Health and Safety policies and procedures. Reference specific policies and procedures you followed, such as risk assessments and emergency management plans. Include details about how you ensured compliance with the Health and Safety at Work Act 1974.
<u>Experience:</u> ○ Evidence on job application and at interview via scenario-based questions. ○ Use of references to evidence previous work experience	<u>Experience:</u> ● Experience and consistent performance at level 5A evidenced by performance records. ● Provide a minimum of 2 examples, detailing your experience in meeting each of the criteria. This could include: ○ Examples of specific project where you developed and managed the budget. Include details about the project scope, budget planning, and financial monitoring. Highlight any successful outcomes or feedback from stakeholders. ○ Share examples where you resolved a complaint from a customer or contractor. Detail the nature of the complaint, the steps you took to resolve it, and the outcome. Highlight any positive feedback from the involved parties.	<u>Experience:</u> ● Experience and consistent performance at level 5B evidenced by performance records. ● Provide a minimum of 2 examples, detailing your experience in meeting each of the criteria This could include: ○ Provide examples of specific festival or event where you developed and maintained high-quality services. Include details about the services provided, how they met the needs of the event, and any feedback or evaluations that highlight their quality and relevance. Mention any innovative approaches you implemented to enhance the service. ○ Share examples of instances where you encouraged staff and contractors to contribute ideas and implemented those ideas. Detail the process of gathering ideas, the specific ideas that were acted upon, and the positive outcomes.

	○ Provide examples of an outdoor event you worked on, focusing on your role and responsibilities. Reference specific legislation and council policies you applied adhered to, such as health and safety regulations. Include any feedback or evaluations that demonstrate your expertise. ○ Detail situations where you supervised or trained employees during an outdoor event. Include details about the tasks you coordinated, the training provided, and the performance management processes used. ○ Provide examples of an instance where you wrote a tender document and led the tender process. Detail the tender requirements, the process you followed, and the outcome. Highlight any successful contracts awarded as a result. ○ Detail your role in managing storage spaces and equipment for an event. Include details about inventory management, organisation of storage spaces, and maintenance of equipment. Highlight any improvements you made to the process. ○ Provide examples of a high-pressure situation you managed effectively. Detail the strategies you used to cope, the outcome, and any lessons learned. Highlight any personal development actions you took as a result. ○ Provide examples of instances where you managed the Build and Break phases of an event site. Include details about the planning, coordination, and compliance with health and safety guidelines. Highlight any successful outcomes or feedback from stakeholders.	○ Provide examples of a situation where you analysed complex information and developed strategies. Explain the information you analysed, the strategies you developed, and the long-term solutions implemented. ○ Detail situations where you communicated the corporate message to your team. Include details about the methods you used to convey the message, how you ensured staff understood their roles in relation to the council's objectives and values, and any feedback that demonstrates the effectiveness of your communication.
<u>Skills:</u> • Evidence on job application and at interview via scenario-based questions.	<u>Skills:</u> • Provide a minimum of 2 examples evidencing how your skills have developed and	<u>Skills:</u> • Provide a minimum of 2 examples, including written evidence and discussion, about how your skills have developed as you have used

• Use of references to evidence previous work experience	enabled you to achieve each of the skills criteria. ○ Provide examples of specific instances where you tailored your communication style to different audiences, such as presenting complex data to senior staff versus explaining processes to new team members. Explain what you needed to consider and highlight any successful outcomes or feedback from others. ○ Provide examples of reports or projects where you analysed data and presented it in various formats (charts, graphs, written summaries) tailored to different audiences. Detail how you customised data presentations for different stakeholders, such as simplifying complex data for non-technical audiences or providing in-depth analysis for technical teams. ○ Provide examples of specific initiatives you led or contributed to that improved processes or outcomes, such as streamlining workflows or implementing new technologies. Document your approach to identifying inefficiencies and proposing solutions ○ Provide examples of setting clear goals and expectations for your team, including how you communicated these and ensured alignment. Highlight your role in managing teams across multiple activities, including how you balanced priorities and resources.	them in the workplace. This could include: ○ Provide examples of situations where you applied plans and strategies, such as the Medway Outdoor Events Policy to an event. Include details about the vision and objectives you communicated, and any feedback from staff that highlights your ability to interpret and convey these plans effectively. ○ Share examples where you successfully communicated with a team or resolved a conflict. Provide details about the situation, the communication methods used, and the outcomes ○ Provide examples of a specific situation where you resolved a difficult or confrontational issue. Detail the steps you took to resolve the situation, the strategies you used, and the outcome. Highlight any feedback that demonstrates your ability to handle such situations effectively. ○ Provide examples of an outdoor event you managed, focusing on health and safety, crowd management, and visitor experience. Include details about the safety plans you developed, the management structure you implemented, and the outcomes. ○ Share examples where you encouraged staff and contractors to contribute ideas and implemented those ideas. Detail the process of gathering ideas, the specific ideas that were acted upon, and the positive outcomes. ○ Provide examples of a situation where you analysed complex information and developed strategies. Explain the information you analysed, the strategies you developed, and the long-term solutions implemented ○ Detail situations where you communicated the corporate message to your team. Include details about the methods you used to convey the message, how you ensured staff understood their roles
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		in relation to the council's objectives and values, and any feedback that demonstrates the effectiveness of your communication. ○ Share examples of establishing partnerships to increase revenue and grow the service. Detail the nature of the partnerships, the opportunities maximised, and the revenue generated.
FESTIVAL AND EVENTS MANAGER		
EVIDENCE FOR PROGRESSION TO LEVEL 6 A	EVIDENCE FOR PROGRESSION TO LEVEL 6 B	EVIDENCE FOR PROGRESSION TO LEVEL 6 C
<u>Qualifications:</u> ○ Certification evidence presented at interview stage of A minimum of 5 GCSEs (grade 4-9) or equivalent including English & Maths	<u>Qualifications:</u> ○ Provide evidence of commencement or completion of relevant management and health & safety qualification	<u>Qualifications:</u> ○ Provide evidence of commencement or completion of relevant management and advanced health & safety and advanced specialist event management qualification
<u>Knowledge:</u> ○ Demonstrate all the knowledge, understanding and awareness as detailed in the CPF at application and interview stage via questions and answers. Presentation and other assessment methods may be used to establish knowledge.	<u>Knowledge:</u> ● Provide a minimum of 2 examples evidencing how your knowledge has developed and been applied for each of the individual criteria. This could include: ○ Examples of projects where you managed the budget and ensured financial accountability. Include details about the budgeting process, how you monitored expenses, and the strategies used to avoid wastage and stay within budget. ○ Share examples of instances where you applied your knowledge of project management techniques to successfully complete a project. Detail the techniques used, and highlight the project's success and any feedback received ○ Provide examples of an event or project where you applied health & safety and safeguarding legislation. Reference specific legislation, such as the Health and Safety at Work Act 1974. ○ Detail situations where you identified and implemented	<u>Knowledge:</u> ● Provide a minimum of 2 examples evidencing how your knowledge has developed and been applied for each of the individual criteria. This could include: ○ Provide examples where you managed the budget for a council project and identified areas for improvement. Include details about the budgeting process, how you monitored expenses, and the strategies you used to improve efficiency and make savings. Highlight any successful outcomes or feedback from stakeholders. ○ Share examples where you applied knowledge to analyse complex technical or procedural information and composed a report or correspondence. Detail the methods you used to analyse and interpret the information, and the technology you employed. ○ Provide examples of an event where you leveraged local and national opportunities to enhance its success. Include details about the opportunities you identified, the strategies you used to benefit from

	strategies to improve efficiency and effectiveness. Include details about the strategies used, such as process improvements, time management techniques, or technology adoption. Highlight the positive impact on productivity and any feedback from colleagues or supervisors. ○ Share examples of aligning your work with the One Medway Council Plan and the Culture & Community strategy. Include details about the specific objectives and strategies you applied, and how they impacted service delivery.	them, and the outcomes achieved. ants or stakeholders. ○ Share examples of an instance where you successfully applied for and received funding for a project. Detail the application process, the documentation required, and the strategies you used to secure funding. ○ Examples of projects where you gathered, analysed, and presented data. Include details about the data collection methods used, the analysis techniques employed, and how you presented the findings.
<u>Experience:</u> ○ Evidence in the job application and at interview via scenario-based questions and through presentations, in tray or other work-based exercises, the experience required as listed in the CPF.	<u>Experience:</u> ● Experience and consistent performance at level 6A evidenced by performance records. ● Provide a minimum of 2 examples, detailing your experience in meeting each of the criteria. This could include: ○ Examples of specific events or programmes you developed and delivered that successfully increased participation. Include details about the planning process, the strategies used to attract participants, and the outcomes achieved. ○ Share examples where you maximised assets to achieve income targets. Detail the commercial and community activities you implemented, the strategies used, and the income generated. Highlight any successful outcomes or feedback from stakeholders. ○ Provide examples of a complex complaint you handled and resolved. Explain the nature of the complaint, the steps you took to resolve it, and the outcome. Highlight any positive feedback from the complainant or improvements made to procedures as a result.	<u>Experience:</u> ● Experience and consistent performance at level 6B evidenced by performance records. ● Provide a minimum of 2 examples, detailing your experience in meeting each of the criteria. This could include: ○ Provide examples of specific festival or event services you developed and maintained. Include details about the needs of the users, the services provided, and any feedback or evaluations that highlight their quality and relevance. Mention any innovative approaches you implemented to enhance the service. ○ Provide examples of a situation where you analysed complex information and developed strategies. Explain the information you analysed, the strategies you developed, and the long-term solutions implemented. Highlight any successful outcomes or feedback from stakeholders that demonstrate your analytical and strategic thinking skills. ○ Share examples of instances where you were involved in various areas of work managed by your staff. Detail any tasks you undertook, your role in supporting your staff, and the outcomes achieved.

	○ Provide examples of a festival or event you worked on, focusing on your role and responsibilities. Reference specific legislation you adhered to, such as health and safety regulations. ○ Share examples of where you have built and maintained productive relationships with various stakeholders. Detail the nature of the relationships, the strategies used to engage others, and the outcomes achieved. ○ Provide examples of a high-pressure situation you managed effectively. Detail the strategies you used to cope, the outcome, and any lessons learned. Highlight any personal development actions you took as a result. ○ Detail situations where you supervised or trained employees. Include details about the tasks you coordinated, the training provided, and the performance management processes used.	○ Detail situations where you managed complex relationships with partners and stakeholders. Include details about the nature of the relationships, the strategies used to align visions and ambitions, and the outcomes achieved. Highlight any successful inward investment or feedback from partners that demonstrates your effectiveness. ○ Provide examples of instances where you communicated the corporate message to your team. Include details about the methods you used to convey the message, and how you ensured staff understood their roles in relation to the council's objectives and values.
<u>Skills:</u> ○ Evidenced via job application or scenario-based questions at interview the required skills as detailed in the CPF	<u>Skills:</u> ● Provide a minimum of 2 examples, evidencing how your skills have developed as you have used them in the workplace. This could include: ○ Prove examples of situations where you were able to demonstrate your knowledge of the department and the wider organisational context. Include details about how you interfaced with Members and took a lead role in ensuring partnerships worked effectively. Highlight any successful outcomes or feedback from Members and partners. ○ Provide examples of instances where you tailored your communication style to suit different audiences and purposes. Provide details about the situation, the communication	<u>Skills:</u> ● Provide a minimum of 2 examples, evidencing how your skills have developed as you have used them in the workplace. This could include: ○ Examples of situations where you interpreted a vision and developed a practical work plan. Include details about the vision, the work plan you created, and the outcomes achieved. ○ Share examples of instances where you led and coached a team across multiple areas or locations. Include details about how you set clear direction, managed team performance, and provided coaching. ○ Detail situations where you demonstrated leadership by collaborating with partners and stakeholders. Include details about the nature of the collaboration, the strategies used to maximise

	methods used, and the outcomes. ○ Provide examples of a marketing or promotional campaign you developed and delivered. Include details about the campaign, the strategies used, and the results achieved. ○ Share examples of instances where you identified and implemented strategies to improve efficiency and effectiveness. Include details about the strategies used, such as process improvements, time management techniques, or technology adoption.	opportunities, and the outcomes achieved. ○ Share examples of instances where you promoted equality and managed diversity in the workplace. Include details about the actions you took to ensure fair access and support, and the positive impact on the team or service provision. ○ Provide examples of situations where you successfully communicated with a team or resolved a conflict. Include details about the situation, the communication methods used, and the outcomes. ○ Detail specific situations where you resolved a difficult or confrontational issue. Include details about the steps you took to resolve the situation, the strategies you used, and the outcome. ○ Share examples of establishing partnerships to increase income and funding. Include details about the nature of the partnerships, the opportunities maximised, and the income or funding generated.
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Career Case Studies

NAME Sammie Popple

JOB TITLE Locations and Projects Manager

BIO Sammie first started with the events team as a volunteer stage manager for the SWEEPs Festival at the age of 16. She came back the next year as a stage manager but was promoted to an MC on one of the stages as the person who was booked cancelled at the last minute.

Volunteering at SWEEPS and being part of the team who put the festival on, may have influenced her decision to study stage management at university.

After University, Sammie worked at Alton Towers. But in 2010 she came back to Medway to live and joined the Festival and Events team as an event assistant. She started on a casual contract to help on that year's busy summer of events. That short term contract kept getting extended and at some point, she was made a permanent member of staff.

Sammie worked her way up from Event Assistant to Event Officer to Senior Event Officer. Working across Medway Parks and open spaces as well as events on the River Medway! She also did casual shifts for the Theatres team as a technician.

The Festival and Events Service has expanded over the last 2 years as they have taken on the locations hire service, begun delivering events in partnership and working with our community and creative sector to support their planning and delivery of events as well as delivering their large-scale events such as Sweeps.

Sammie has now moved into a new role as Locations and Projects Manager. She now manages the location hires and leads on the special event projects and partnership events. She is a fountain of knowledge and will always know who to ask and what to do! She still turns her hand to a bit of stage management and did star in our social media posts for the Christmas Market dressed as an elf!

NAME Charlotte Thorne

JOB TITLE Events Officer

BIO Charlotte started with the Festival and Events team in 2021. It was a tricky time for everyone, as we emerged out of COVID.

The Festival and Events team had been seconded over to support the councils Covid response so 2021 when she joined, the team were regrouping and working out what would events look like in 2021.

Charlotte was not phased and jumped in and got involved. Learning on the job and picking up on how the events were planned and delivered as she went along. Supported by the team she was able to gain experience, confidence and skills quickly.

In 2024 Charlotte was able to take part in the Medway Council apprenticeship scheme. This 18-month Events Management apprenticeship course has been a huge boost to Charlotte's confidence as her knowledge and skills developed.

As part of the apprenticeship, she was given the inaugural Love Gillingham Event to lead on. She picked up and managed the budget, production and programming supported by her manager. The event was a huge success, and this is in part down to her knowledge and skill and drive to learn.

Charlotte is 2 months away from finishing her apprenticeship and her tutors expect her to pass with distinction.

She has also just moved up from Event Assistant to Event Officer. With this new role is more responsibility and she is more than ready for the task.

You can study event management, but the real learning is on the ground as part of the events teams, and this is where you'll find Charlotte.

Meet the Festival and Events Team

