

Job Description

Job title	Festivals and Events Manager
Directorate	PLACE : Regeneration, Culture and Environment
Division	Culture & Community
Range	MPR 5
Reports to	Head of Culture & Libraries

Main purpose of the job:

Working across Medway to develop, deliver and promote the Council's annual festivals and events programme, event locations service and a range of ambitious and innovative programmes and initiatives that support the development and growth cultural, creative and community sector, ensuring they support the implementation of Medway Council's Strategy and Plan and the Creative Medway Cultural Strategy. This will include leading the development and delivery of service improvement plans, partnerships, community and stakeholder engagement, commercial relationships, communications and marketing, monitoring and evaluation, operational management, performance management, financial management and health & safety and safeguarding matters.

Develop and deliver progressive revenue income generation and fundraising plans to support inward investment opportunities, service improvement and activity programmes, procuring and commissioning services using council protocols to deliver, monitor and evaluate projects of up to £1million on time and in budget.

Liaise with stakeholders in a way that promotes the [One Medway Council Plan](#) and embeds our [values and behaviours](#).

Accountabilities and outcomes:

Strategically develop and implement service improvement and operational delivery plans, generating growth in income, delivering excellent client and customer care practices, high-quality resident engagement and mutually beneficial partnerships.

Work in and lead internal and external complex stakeholder partnerships including Medway Outdoor Event Safety Advisory Group and other commercial, cultural & creative, public health, education, voluntary & community and other connected sectors to develop and deliver successful quality festivals and events, projects, programmes, policies & strategies that contribute to Medway's wider cultural and community offer. This will include partnership working across local, regional and national networks and programmes and deputising for the Head of Culture & Libraries as required.

Medway Council Job Profile

Manage health & safety and children & vulnerable adult safeguarding across all directly delivered festivals and events, projects and programmes, commissioned and contracted work, workforce, workplace customer, clients and contractors in line with all legislation, HSE guidance and safeguarding policies. This includes providing strategic, technical and operational events management advice and support through a range of means to partners and communities.

Manage and motivate team and individual performance, providing direction and leadership, undertaking recruitment & selection, staff appraisals, addressing welfare, capability and disciplinary issues, advising on personal development, training and coaching, in order to maximise performance from individuals, satisfy personal aspirations and to ensure that staff fulfil their potential and effectively contribute to Council business.

Develop and deliver marketing, communication and promotional campaigns that share information, develop audiences and customers, increase engagement, maximise sales and improve the reputation of the service and Council.

Ensure that equal opportunity issues are considered on all service delivery and employment matters. This includes providing service monitoring, planning and implementing change and taking action to promote equality and diversity.

Undertake effective financial management including budget setting, forecasting, monitoring and seeking efficiencies, managing the procurement and contracting of services, monitoring and evaluating customers, users and partners and analysing data and feedback to develop services. This will also include monitoring external and internal capital and revenue fundraising to support inward investment opportunities, service improvement and activity programmes.

Oversee the management of significant amounts of personal data and information, monitoring internal compliance and ensuring the council's GDPR & Data Protection policies are being followed.

At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

As a corporate parent, all council employees are responsible for ensuring the well-being and positive outcomes of Medway's care-experienced children and young people.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Progression Framework.

Work in accordance with the Equality Act 2010 and the Public Sector Equality Duty to eliminate unlawful discrimination, harassment and victimisation. Promoting equality of opportunity, fostering good relations and improving the quality of life and opportunities for everyone living and working in Medway.

Medway Council Job Profile

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Medway Council is a Category One responder in relation to the Civil Contingencies Act (2004) and as a result all staff working for the Authority may be asked to carry out Category One response duties or stand into the role of another member of staff who is responding to a Major Civil Incident.

Organisation:

This role reports to the Head of Culture & Libraries.

The post holder will have line management responsibility.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

Working Style:

HYBRID - a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis.

Person specification

All criteria at level A are considered essential unless stated otherwise.

Qualifications

Level A

- A minimum of 5 GCSEs (grade 4-9) or equivalent including English & Maths.
- Relevant health and safety qualification i.e. NEBOSH General Certificate qualification or equivalent level 3 qualification

Level B (in addition to level A criteria)

- A relevant academic, professional or management qualification (e.g. ILM level 5)

Level C (in addition to levels A and B)

- Advanced H&S qualification such as NEBOSH or equivalent level 6 qualification
- Advanced specialist Crowd Management Qualification i.e. Emergency Planning College – Level 4 Public Safety at Festivals and Mass Gatherings

Knowledge

Level A

- Excellent knowledge of event management processes and systems including health & safety and safeguarding legislation.
- Good knowledge of how to implement events, projects and programmes on time and within budget.
- A strong understanding of the value and use of new technologies in improving services and modernising working process.
- An excellent understanding of customer service and how this can be effective in a culture and creative sector environment.
- An excellent knowledge of generating income through the hire of public spaces for commercial and community event activity
- A good understanding of the financial and procurement principles within the public sector.
- A good understanding of the festivals and events sector strategies and policy nationally including funding and investment programmes

Level B (in addition to level A criteria)

- Knowledge of how to accurately monitor finances to avoid wastage and keep within agreed budgets.
- Excellent knowledge of project management techniques
- Strong practical and procedural knowledge of health & safety and safeguarding legislation.
- Understands the different ways to improve efficiency and effectiveness.
- Knowledge of 'The One Medway Council Plan' and the Culture & Community strategy and how these impact on service delivery

Level C (in addition to levels A and B)

- A strong knowledge and understanding of the council's budgetary systems and financial matters offering solutions for improvements to working practices and identifies where more efficient working could make savings.
- Good knowledge of how to analyse and interpret technical, procedural, or specialist information and compose correspondence and reports, using technology as required.

Medway Council Job Profile

- Excellent understanding of the festivals and events sector and how to benefit from local and national sector opportunities.
 - Knowledge of the processes involved in applying and receiving funding from local, regional and national funders.
 - Knowledge of methodology for gathering, critically analysing, using and presenting information and data
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Experience

Level A

- Strong experience of working within a festivals and events sector environment, with an excellent understanding of all elements of a festivals and events services.
- Strong experience of developing and delivering events, programmes and projects on budget and in time.
- Experience in negotiation and financial agreements with external suppliers and contractors
- Experience in the supervision and co-ordination of employees.
- Experience in a customer-focused organisation, with an emphasis on customer service.
- Experience of dealing with suppliers and contractors.
- Experience in the management of software licences and the use of software tools

Level B (in addition to level A criteria)

- Experience of developing and delivering events, programmes and projects to increase participation targets for the service
- Experience of maximising assets through commercial and community activity to achieve challenging income targets.
- Experienced in the handling and resolution of complex complaints and applying appropriate remedies related to the administration procedures.
- Significant festivals and events services experience with working knowledge of relevant legislation.
- Strong experience in building sound and productive working relationships with customers, colleagues, partners and staff groups and can engage others in a credible, persuasive way.
- Strong experience of coping well under pressure and difficult situations, able to identify and act on own development needs.
- Substantial experience of supervising, co-ordinating or training other employees including performance

Level C (in addition to levels A and B)

- Strong experience and the vision to develop and maintain high quality Festivals and Events Service that are relevant to the needs of existing and potential users.
 - Experience of analysing and interpreting varied and complex information and developing strategies and solutions for the medium and long term.
 - Experience in overseeing all areas of work undertaken by staff the post line manages.
 - Strong experience of successfully managing and working with complex partner and stakeholder relationships to maximise opportunities for shared vision and ambition to drive inward investment
 - Experience of successfully communicating corporate message to the teams and, ensures all teams are aware of how their role fits in with the council's objectives and values.
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Medway Council Job Profile

Skills

Level A

- Good interpersonal, communication and customer care skills.
- Excellent organisational skills, with accuracy and attention to detail.
- Ability to apply theoretical, practical and procedural knowledge across a specialist area
- Good time management skills to manage busy diary and workload
- Ability to identify and address complex problems, developing innovative and imaginative solutions as appropriate.
- The ability to work well with specialists, including those with more detailed knowledge areas, to jointly create pragmatic solutions, fit for purpose and can implemented successfully within desired timescales.
- Ability to gain trust and buy in from senior staff at all levels across the business
- Be empathetic with both the management and end users
- Excellent negotiation skills that can be used effectively with a range of partners and stakeholders.
- Must be able to use MS Word and Excel, Teams, Outlook and PowerPoint to a good standard.
- The ability to deal with high levels of work-related pressure from deadlines, interruptions or conflicting demands.
- Contributes to Medway's wider cultural offer and the development of council and partner strategies and policies.
- Encourages staff to put forward ideas of how work should be done and acts on those ideas whenever possible

Level B (in addition to level A criteria)

- Able to demonstrate a detailed knowledge of the department and the wider organisational context and how this interface with Members and possesses the skills required to take a lead role in ensuring partnerships work.
- Uses appropriate language, style and methods depending on audience and the purpose of communication.
- Excellent delivery of marketing and promotional campaigns that maximize sales, develop audiences and improve the reputation of venues.
- Is pro-active in identifying ways to improve efficiency and effectiveness.

Level C (in addition to levels A and B)

- Ability to understand the vision and interpret it to develop practical and achievable work plans.
- Sets clear direction for, develops, manages and coaches productive, high performing teams covering more than one area of activity/in more than one workplace.
- Demonstrate excellent leadership skills by working with partners and stakeholders to maximise opportunities.
- Ability to act as a role model to promote equality and manage diversity in the workplace and service provision, ensuring everyone has appropriate and fair access and support.
- Developed interpersonal and communication skills.
- Able to resolve difficult, complex and sometimes confrontational situations, imposing requirements on unreceptive partners, stakeholders and customers without access to more senior officers.
- Establishing effective internal and external partnerships to maximise opportunities to increase income and funding.