

Job Description

Job Title: Senior Event Manager and Creator

Department: Visitor Experience and Commercial

Reporting to: Head of Visitor Experience and Commercial

Contract: Permanent

Hours: 37 per week (to be worked flexibly to the need of events)

Working predominantly for York Museums Enterprises (YME), the trading arm of York Museums Trust (YMT), but also within YMT.

Job Purpose:

The Senior Event Manager and Creator role is to take the lead on:

Organising events (commercial and engagement) for YME and YMT

Sourcing and developing site hire events with partners

This role is a creative and development role and an operational role. Developing and planning events from end to end as well as assessing proposals and presentations from potential external partners.

- To lead on the creation and delivery a profitable events program for York Museums Enterprises (YME) utilising York Museums Trust's (YMT) sites and venues.
- To create and operate commercial events – owned and operated by YMT
- To lead the operations of events.
- To seek out, develop and maintain relationships with partners who can deliver events at YMT sites
- To support or manage YMT public facing events.

Dimensions of the Role:

- For events to contribute £350,000 profit within 3 years.
- To work with the Gardens Manager and Wedding and Events Manager regarding use of the Gardens and buildings.
- To coordinate with the Participation Manager on the development of the annual calendar of events
- To operate as Event Safety Officer at events.
- To be Designated Premises Supervisor for the York Museum Gardens

Principle Accountabilities:

- To lead on the development of a strategy for growing the YME events business
- To lead on the development of a balanced program of commercial events – being mindful of YMT's other objectives and site sensitivities.

- To develop a profitable business case – with detailed income and expenditure, for each event
- Work with the Participation Manager to coordinate the overall YMT calendar of events
- Manage, or work alongside the Participation Manager in, the creation and operation of events such as the Eboracum Roman Festival or Christmas on Kirkgate.
- To work within the York calendar of events (Ice trail, Christmas Market, Race weekends etc....) and identify opportunities for YME within this.
- To source and develop relationships with partner organisations, either on a site-hire basis or as suppliers. Build on these and develop the events they offer to grow to ensure they remain relevant and attractive.
- To create a detailed “For Hire” brochure with a record of YMT’s sites and potential uses, facilities (power, water, access, licenses etc.) and restrictions for use with potential partners.
- To manage the contracting process with partners and site hire based events (e.g. York Proms).
- To coordinate with the catering concessions where appropriate on the provision of services at events
- To create and communicate event specific operations manuals for each event.
- To lead on event delivery or ensure appropriate delegation is made where necessary or possible.
- To lead event set up –working with the Facilities, Gardens, Venues and Visitor Experience teams as appropriate
- Management of YMT staff “on the day”
- To ensure events satisfy Health and Safety requirements, Risk Assessments are carried out or collected from external organisations and operate within the Premises License.
- To communicate where appropriate with the Council (licensing and Safety Advisory Group) and Emergency Services when creating events.
- To report to the York Museums Enterprises Board of Directors on past and proposed events.
- Inform YMT Marketing and Communications of planned promotional activity by external parties, ensuring YMT brand is correctly represented.
- Work with Marketing and Communications to ensure YMT events are targeted at audiences we normally attract or audiences we want to attract and create promotional campaigns.
- Recruitment and line management of any new Events team members
- Identify opportunities to build an appropriate events team. To carry this out to ensure that all aspects of the event business are suitably resourced.

Key Performance Measures:

Performance will be measured by profit generated for YME.

Maintenance of a full yet balanced calendar of events
YMT events, that are not for profit operate within budget and achieve their social return on investment.

Skills, Knowledge, Experience and Behaviours:

Skills

Creativity in developing events and seeing potential in ideas presented
Project management and event planning skills
Working across and gaining support from other teams
Strong communicator – to speak to different audiences and able to adapt their tone to promote different events
Communication through various media
Attention to detail
Excellent analytical and report writing skills
Ability to build strong and effective working relationships
Event management
Excellent sales and marketing skills to promote the venue hire offer and achieve sales targets

Knowledge

Strategy development and business planning to drive business growth in an events business
Of complex budget management, including resource allocation, financial forecasting and reporting skills
Of the alcohol and entertainment industry including legislation
Hold BIIAB Level 2 qualification
Personal License Holder under the Licensing Act 2003 (or be prepared to take the qualification)
Knowledge of contracts and structuring them
Of the Purple Guide for Events, and its recommendations.
Knowledge of writing Risk Assessments and Safe Methods of Work.
Security, evacuation and terror considerations for events
Project management processes – Prince 2 or similar
Knowledge of the proposed Martyn's Law
Knowledge of different demographics and their needs / requirements

Experience

Extensive experience of events planning, delivery and operations.
Worked in an events or program delivery role at a senior level
Experience of being lead on event operations
Has previously worked on several projects simultaneously
Experience of managing large scale level events (up to 5000 attendees) with a track record of successful delivery
Experience of managing events indoors and outdoors

- Experience of commissioning a wide range of works from external organisations and agencies
- Experience of developing a network of business partners, trusted suppliers and operations teams
- Experience of using Artifax or another similar venue event management system/software
- Awareness of facilities, security and Health & Safety issues
- Worked with and attended local authority Safety Advisory Groups
- Experience of using Eventbrite

Behaviour

- Highly organised
- Excellent communication
- Motivated self-starter
- Proactive and flexible approach

Key Relationships:

- Head of Visitor Experience and Commercial
- Wedding and Events Manager
- Gardens Manager
- Participation Manager
- Visitor Experience Manager / Assistant Managers
- Facilities Manager

Organisation Chart



