

Job Description - Events Manager (PB5)

Job summary

To lead on the co-ordination of the events programme at Westonbirt Arboretum, helping to achieve strategic aims and financial targets. You will work closely with colleagues across Westonbirt and from the National Forestry England Event Team, 3rd party event management companies, contractors and other key stakeholders to deliver a wide range of events at Westonbirt in a safe and sustainable way.

You will ensure compliance with Forestry England policy and legal requirements, including Construction (Design and Management) Regulations 2015 (CDM) and licensing. Visitor Experience will be at the forefront of your mind, not only in terms of events but also day-to-day operations. You will need to ensure the programme runs with minimal disruption to the visitor attraction and with the utmost consideration given to our historic heritage landscape.

The current events at Westonbirt can be categorised into three primary strands - commercial, cultural and sporting. The programme includes well-established mass participation events such as the Christmas at Westonbirt, Forest Live summer concert series and 10k race. Newer events which include outdoor cinema, festival of archaeology and CaniX, and small events where we rent our space such as Nordic Walking, Orienteering and face painting.

You will take the lead in developing and delivering an events strategy including new events that diversify our income streams and attract new audiences to the arboretum, this will also include looking at corporate events. You will have line management responsibilities for an Event Supervisor. In addition, you will be responsible for engaging staff and volunteers with the event programme at Westonbirt, encouraging and coordinating their involvement to successfully promote and deliver events.

Key responsibilities & accountabilities

- Coordinate the operational planning and delivery of all events at Westonbirt Arboretum
- Lead on overseeing compliance with health and safety onsite
- Manage contracts and contractors effectively including the procurement of new goods and services when required
- Work closely with other members of the Westonbirt Management team to ensure all plans are supported by the various departments onsite
- Develop relationships and lead on communications with local authority event safety officers and other responsible authorities
- Prepare event management documentation which can be used for both internal and external comms
- Review and comment on event planning and health and safety documents prepared by the national team or external contractors
- Prepare, monitor and review the events budget and resources needed to deliver work programmes
- Develop the events strategy by keeping abreast of wider industry practice and using creativity to introduce appropriate services that will inspire and entertain visitors
- Work closely with the Customer Relations Team and Marketing Team to devise appropriate ticketing models and confirm marketing and promotion strategies
- Respond to and resolve visitor feedback
- Provide Duty Management support when regular Duty Managers are unavailable

And any other tasks, reasonably requested by your line manager.

Skills, knowledge & experience

Essential professional and technical experience

- You will have experience of delivering large scale events
- You will have experience in people management
- Can demonstrate a collaborative approach to cross-functional working within a larger organisation and with external stakeholders
- Understanding of health and safety around events, crowd control and building of temporary structures
- Commercial experience, with a particular emphasis on revenue management and budgets
- Can demonstrate strong contract management skills, including ensuring contractors meet key KPIs (key performance indicators)
- Ability to communicate clearly, both in writing and in presentations, engaging internal and external stakeholders
- Competent with the use of IT, especially Microsoft Office

Desirable professional and technical experience

- Experience of Customer Relationship Management within an events context
- Knowledge of outdoor recreation or land management sector
- Knowledge and experience of applying CDM Regulations
- Full UK Driving license

Qualifications

Desirable

- Health and Safety qualification such as IOSH
- Personal Licence Holder

