

# JOB DESCRIPTION

POSITION	Head of Events
REPORTS TO	Director of Finance & Operations
DEPARTMENT	Events
DIRECT REPORTS	Event Manager, Sales Manager, Catering General Manager
CONTRACT	Permanent

## VISION, MISSION AND VALUES

### Our Vision

A Scotland where all people feel empowered through learning and engagement with science to make positive differences in their lives, their communities and to society as a whole.

### Our Mission

We want to inspire everyone to explore and understand the world around them and to discover and enjoy science.

### Our Values

Are at the heart of our business and underpin all that we do. They define who we are, how we work, what we believe in and stand for.

- **We strive for excellence** to be the best we can be to make a positive impact on society.
- **We are inclusive** and want to make GSC a welcoming, respectful and supportive community for everybody.
- **We innovate** by being proactive, inquisitive and always ready to learn and improve.
- **We collaborate** to build relationships with our community to empower and support lifelong learning together

## ROLE PURPOSE

Working across the organisation, to lead the initiation, development, planning, scheduling and assist in the delivery of an extensive programme of creative and innovative high quality events throughout the year (day and evenings) utilising all of GSC's assets (including Science Mall, IMAX, Planetarium, Newton Flight Academy, Tower and external spaces) to achieve the following key aims for Glasgow Science Centre:

- enhance and promote the delivery of its mission;
- raise its profile as a venue within the City and beyond;
- increase the size and diversity of its audience base; and
- generate increased financial returns.

The programme is expected to be a mixture of "in house" developed events and events initiated by third parties but hosted at Glasgow Science Centre.

## KEY RESPONSIBILITIES

- Working across the organization to initiate, research, develop and design a range of 'in house' science and arts events including lectures, exhibitions, films, music, comedy, etc.
- Lead the Events team to attract third parties to host events at Glasgow Science Centre including assisting the third parties in the design and development of their events, where possible, to link with Glasgow Science Centre's mission.
- Lead in embedding Glasgow Science Centre as a venue for the many existing festivals that take place in Glasgow on an annual basis including Celtic Connections, Glasgow Film Festival and the Glasgow International Comedy Festival.
- Take ownership of and control Glasgow Science Centre's events programme schedule to ensure that its overall impact achieves the desired outcomes of mission, profile raising, audience base and financial return.
- Work with the Communications Team and Event deliverers to develop and deliver the appropriate communication/marketing strategy including pricing for each event or group of events to ensure target audience diversity and numbers together with financial return are achieved.
- To assist 'in house' Event deliverers throughout the organization with the delivery of events (when required) to ensure that a 5\* customer service is achieved for all audiences.

- To line manage the Events Team to ensure that a 5\* customer service is delivered to all third parties (and their guests) utilizing the Science Centre for events.
- Develop and roll out an events evaluation programme to monitor the success and impact of the events programme including customer satisfaction, financial return, profile raising and mission impact.
- To directly manage the Events Team budget and to input and assist all Event deliverers with budget management (when required) to maximize the financial return.
- To implement 5-star Customer Service promise and offer a fun, safe and welcoming experience to all customers.
- To work within the standards of Glasgow Science Centre's health and safety policy and to ensure that programme delivery conforms to all standards.
- To carry out other reasonable duties / tasks as required, delivering, and meeting the objectives of your team and Glasgow Science Centre.

## PERSON SPECIFICATION

Qualifications, Skills, Experience and Knowledge	Essential	Desirable
Degree level qualification or relevant experience	X	
Leadership and management experience	X	
Project management experience	X	
Budgetary management and commercial awareness	X	
Excellent interpersonal and communication skills	X	
Excellent organisational skills	X	
Understanding of event industry trends and technologies		X
Experience working in a charitable or equivalent environment		X
Marketing and communications knowledge		X
Strong ICT skills		X

## Personal Qualities

- A passion for excellence, creativity and innovation.
- A generator of new ideas.
- A leader with the ability to work as part of a team as well as independently.
- Ability to make decisions and take the initiative.
- Ability to react to changing priorities in a fast paced dynamic work environment
- Ability to manage a complex and varied workload to tight deadlines.
- Ability to analyse information quickly, methodically and efficiently.
- Good attention to detail and accuracy.
- Commitment to GSC's mission and values.
- Results driven.
- Availability and willingness to work extended hours, including nights, weekends, holidays and be on call if necessary.