

Job Description

<i>Section A: Job Definition</i>

Job Title: Events and Promotions Officer
Service: Recreation
Grade: H

<i>Section B: Organisational Relationship</i>

The post-holder will be directly responsible to the Senior Events Officer and will have supervisory responsibility for Helix employees at events.

<i>Section C: Job purpose</i>

- Through the Team Leader(HelixSenior Events Officer, to create, co-ordinate, give advice and guidance for the development and delivery of an events and promotions programme.
- To devise and deliver operational plans for the relevant events/promotions programmes
- To liaise and work with Council Services and external bodies to deliver these events and promotions programmes.
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<i>Section D: Key responsibilities</i>
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- In conjunction with the Senior Events Officer to develop, promote and co-ordinate the Council's Events Programme,
- To initiate all marketing/promotional materials as well as its use for events maintaining good departmental image.
- Under the direction of the Team Leader (Helix) raise sponsorship money for events and promotions.
- To assist in the control of the budget, monitoring expenditure and income.
- To liaise with other service sections within the Council to ensure the efficient promotion and delivery of the Council's events programme.
- To assist in the production of press releases linking with potential sponsors as required.
- To represent the Council on external bodies and to liaise with interested partners to ensure the successful delivery of the events programme.
- To give advice, guidance and support to community groups and local committees in the organisation, planning and delivery of events.
- To prepare reports for the Senior Events Officer on individual events and promotions as required.

Section D: Key responsibilities (cont.)

- In conjunction with the Senior Events Officer be responsible for the adherence to and implementation of the relevant health and safety requirements for individual events/promotions.

Section E: Accountability

- To be directly responsible for project activity and any associated project staff
- To monitor and advise on special events budgets in excess of £100,000.
- Production, implementation and review of risk management plans for events/promotions.
- Maintenance and monitoring of promotional material for the Service.

Section F: Knowledge, Skills and Experience

- Educated to a minimum of HND Level in a sports or leisure-related subject, or equivalent with practical experience in a sports or leisure environment.
- Be able to demonstrate a proven record of accomplishment in the field of special events and promotions.
- Be able to demonstrate sound knowledge of the delivery of special events and promotions and the relative statutory regulations pertaining to them.
- Sound knowledge of marketing and promotion.
- Experience and knowledge of a budgetary planning monitoring and control process.
- Good presentation, organisation and inter personal skills.

Section G: Demands

- Ensuring the efficient delivery of a diverse range of event programmes.
- Required to analyse and make judgement on a variety of issues and make recommendations to the appropriate senior officer.
- To prepare reports/briefing papers for presentation to senior officers.
- To attend public meetings outside of normal working hours.
- Required to assist in the development and implementation of a well-balanced and co-ordinated programme of events.
- Required to use interpersonal and negotiating skills when dealing with members of other council services, external organisations and members of the public.

Section H: Communications and contacts

Internal

- Regular contact up to Service Manager level within Falkirk Council, dealing with procedures.

Section H: Communications and contacts

Internal

- Daily contact with the Senior Events Officer on the day-to-day work of the events section of the Helix, regular contact with the Cultural Services Manager to determine policy and implementation of the events programme.
- regular contact with elected members to provide information both written and verbal,
- Regular contact with middle management and staff in Falkirk Council Services, providing advice and negotiating work requirements.

External

- Regular contact with local committees, sports clubs and organisations as well as members of the public for co-operation in the delivery of the Council's events programme.
- Regular contact with professional bodies such as Eventscotland, Sportscotland and other external funding bodies

Section I: Environment

Required to work under pressure and to tight timescales.

Able to represent the Council as and when required outside of normal working hours.

Must think logically and progress projects to completion.

Must be mobile throughout the district.

Approved by: Lesley O'Hare, Cultural Services Manager

Approval date: 14 April 2022

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