

JOB DESCRIPTION- EVENTS COORDINATOR

1. INTRODUCTION/ROLE PURPOSE

The Town Council organises a programme of events and markets throughout the year including events which are mostly 'fun' (such as Carnival) and events of a more sombre nature (such as the annual Remembrance Day and Service parade). The programme is under the overall control of the Events and Tourism Manager.

The Events Coordinator will assist with the operation of the regular markets and annual major events such as the Carnival and Christmas Fayre and may be called upon to assist with other events as reasonably required.

2. PRINCIPAL RESPONSIBILITIES

MARKET

- Lead with the front line day to day operation of the Thursday and Saturday market as well as the various specialist markets organised from time to time. This includes but is not limited to collection and processing of fees, establishing trader locations and dealing with stallholders' needs
- Take responsibility for compliance with health and safety procedures and undertake risk assessments
- Process and validate trader forms ensuring that documentation is up to date and meets the council's requirement
- Provide guidance, flexibility, leadership and support to the traders. Develop a trust relationship with market traders to enable a constructive dialogue to take place about market development while remaining firm in respect of charges and responsibilities.
- Ensure a good understanding and communication of market practice to maximise opportunities
- Proactively develop and grow the market maximising the numbers and quality of traders. Implement initiatives to make the market attractive to traders. Actively recruit traders
- Seek to increase revenue bettering the budget
- Proactively ensure that trader fees are paid according to payment terms, working alongside the Accounts department to take relevant action. Monitor expenditure keeping within budget and analysing costs to cost save. Monitor invoices from all major suppliers, review for anomalies and take action to correct
- Produce reports relating to the market
- Plan and deliver a creative programme of events for the market, which are in line with the Council's vision and objectives
- Deliver an exceptional level of customer service, deal with customer queries and resolve disputes within a timely manner

PUBLIC EVENTS

- Lead the organisation of public events. These will change from time to time but at the current date include:
 - The Bandstand Summer programme
 - Christmas Lights
 - Lights of Love
 - Remembrance Day and Armistice Day parade/service
 - Advent calendar
- Support the administration of Carnival and Bishop's Stortford Christmas Fayre

- Assist the Events and Markets Manager on event days, taking responsibility for specific aspects of the organisation as directed
- To secure external sponsorship to support Council events

CIVIC EVENTS

- Lead/Support the organisation of civic events e.g. Civic Service, Civic Dinner and Mayor's charity events

MARKETING

- Create and manage a diverse and engaging social media platform for markets and events
- Promote markets and events to, and engage with, the local community
- Develop a relationship with other operators and partner organisations
- Create a marketing strategy for the market and events
- Distribute leaflets
- Design advertising material

TOURIST INFORMATION CENTRE

To assist with the day to day operation of Tourist Information Centre

3. OTHER

Undertake such other duties as reasonably requested

4. REPORTING

The role reports to the Events and Tourism Manager

5. HOURS

Average 21-28 hours per week (subject to negotiation)

Thursday from 08.00 and one Saturday per month from 07.00

On occasion early starts and late finishes for events

Other variations of hours may be available for an exceptional candidate

6. PAY AND BENEFITS £9828-£14,896 PA DEPENDING ON HOURS AND EXPERIENCE

The Council offers a defined contribution pension scheme and 25 days paid leave per year (plus eight statutory public holidays) for a full time worker, part time staff in proportion