

## **JOB DESCRIPTION – EVENTS ADMINISTRATOR**

### **INTRODUCTION/ROLE PURPOSE**

Working in the Events and Tourism department within Bishop's Stortford Town Council this role plays an important part in the organisation of public events within the town. The role holder will be expected to lead on the organisation of specified events under the general supervision of the Events and Tourism Manager. Events include small community gatherings through to large annual events.

Additionally, the role holder will be expected to lead the front line day to day operation of the Saturday market as well as the various specialist markets organised from time to time. The role holder will also assist with the operation of the Tourist Information Centre.

For an informal discussion regarding this post call Rosanna Zaffuto the Events and Tourism Manager on 01279 712143.

### **PRINCIPAL RESPONSIBILITIES**

#### **PUBLIC EVENTS**

- Lead and administer the organisation of public events. These will change from time to time but at the current date include:
  - Carnival Parade and Fun Day
  - Bishop's Stortford Christmas Fayre
  - The Bandstand Summer Programme
  - Lights of Love
  - Remembrance Day and Armistice Day Parade/Service
  - Advent Calendar
- Assist the Events and Tourism Manager on event days, taking responsibility for specific aspects as directed
- Take responsibility for compliance with health and safety legislation, policies and procedures
- To secure external sponsorship to support Council events
- To lead and organise Sworders Field concessions, this includes some contract management

#### **MARKETING**

- Create and manage a diverse and engaging social media platform and website for events
- Promote events to, and engage with, the local community
- Develop a relationship with other operators and partner organisations
- Create a marketing strategy for events
- Design advertising material and distribute as necessary

#### **MARKETS**

- Working alongside the Events and Tourism Manager to produce and deliver a creative strategy for markets. Assisting in providing information for reports to Council and other bodies as well as assisting in the delivery of contracts
- Lead with the front line day to day operation of the Saturday market as well as the various specialist markets organised from time to time. This includes but is not limited to the collection and processing of fees, establishing trader locations within the market place, dealing with stallholders' needs including information, parking and electricity etc.
- Work alongside the Tourist Information and Market Coordinator to deliver markets as a whole. This includes but is not limited to sharing information, updates on traders etc.
- Take responsibility for compliance with health and safety legislation, policies and procedures including reporting incidents/accidents and undertaking risk assessments
- Process and validate trader contracts ensuring that documentation is up to date and meets the council's requirement
- Develop a trust relationship with market traders to enable a constructive dialogue to take place about market development and to maintain and/or grow the level of self-management,

while remaining firm in respect of charges, rights and responsibilities. Provide guidance, flexibility, leadership and support to the traders. Attend and contribute to trader and other stakeholder liaison meetings

- Deliver an exceptional level of customer service, deal with customer queries and resolve disputes within a timely manner
- Ensure a good understanding and communication of both legislation and practice affecting markets in order to exploit and maximise opportunities whilst remaining within the law
- 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 optimise opportunities to cost save. Monitor invoices from all major suppliers, review for anomalies and take action to correct
- Plan and deliver a creative programme of events for the market, which are in line with the Council's vision and objectives

### **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
- Design advertising material and distribute as necessary

### **TOURIST INFORMATION CENTRE**

- To assist with the operation of the Tourist Information Centre as well as offering a supportive role to colleagues, this includes but is not limited to:
- Delivering an exceptional level of customer service by responding to a wide range of enquiries in person, telephone, email and social media, using a wide range of resources on behalf of Bishop's Stortford Town Council and the Tourist Information Centre
- Operating the day to day operation of the shop such as office administration for ticket sales, generating sales of guides and other souvenirs and promoting attractions in and around Bishop's Stortford
- Taking responsibility for cash handling and till operation including debit / credit cards and undertaking weekly banking
- Identifying, implementing and monitoring opportunities to improve services and raise revenue

### **OTHER**

Undertake such other duties as reasonably requested

### **REPORTING**

The role reports to the Events and Tourism Manager

### **HOURS**

37 hours per week average 5 days a week 09.00-17.00. Precise working patterns negotiable but must include Thursday to Saturday. Working hours for markets and events may differ.

### **PAY AND BENEFITS**

- £19,750-20,750 per annum
- The council offers a defined contribution pension scheme and generous holidays

### **IMPORTANT INFORMATION**

- 14 month temporary contract (potential for a permanent role)
- Applications close at 5pm on 13 April 2021. Interviews w/c 19 April 2021