Job specification

Job title: Events Officer (Town Centres/Culture)
Service: Customer Transformation – Events Team
Grade: G8
Reporting to: Events Manager – Events Team

Your job

The Events Team is a key function within the Public Relations Service and this role will help support the development and delivery of key events designed to promote the council's ambitions as set out in the Deal 2030.

Working closely with the events manager and the council's public relations team you will develop, deliver, coordinate and promote key events using the council's communication channels and deliver high profile events to generate footfall and drive vibrancy into our town and district centres.

You will build effective working relationships across all Council services, key partners, the voluntary and community sector to help in driving vibrancy through events to our town and district centres, and local communities.

The role works very closely with key services in Environment, Economy and Resources Directorates linked to culture, tourism and economic regeneration. You will operate a virtual/project team approach to key strategy events as required.

You will be required to work weekends and bank holidays in this role.

The Council is committed to complying with the European General Data Protection Regulations (GDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection Regulations.

In this job you will

In the next 12 months, you will:

- Support the development and delivery of an Events Strategy for the borough that will enhance what our town and district centres have to offer as part of Deal 2030;
- Support the development and delivery a Commercialisation Strategy for the borough;
- Lead on the delivery of key events within town and district centres as assigned, including the physical set up of infrastructure and management on the day;
- Lead on/support the development of an Events Toolkit;
- Lead on/support the review of an Events Application Pack.

On an ongoing basis you will:

- Assist the Events Manager with the management and delivery of the Council's Events Programme and other key event activities.

- Work closely with the council's design team to develop creative promotional materials to publicise events
- Utilise the council's existing publicity channels to promote events using both organic and paid for content
- Identify and target relevant advertising opportunities, including digital
- Produce video content to publish on digital channels
- Take photographs and report live from events
- Plan and manage events and promotional activities, where appropriate
- Promote Wigan borough, raising town and district centres profiles as traditional market town destinations;
- Help monitor the success of events in delivering the council wide objectives, producing structured evaluations
- Secure income via sponsorship and other funding to enable the delivery of town and district centre events including the management of income from street concessions/licensed pitches;
- Manage financial and physical resources in the delivery of the Events Strategy
- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules
- Deputise for the Events Manager at some events, meetings and promotional activities, where appropriate.

In this job you will need

You must be able to demonstrate the following essential requirements:-

- Degree or equivalent qualification and can demonstrate evidence of continual professional and personal development
- Excellent organisational skills
- Excellent communication skills and interpersonal skills, able to communicate confidently and effectively with elected members, senior managers, partners and the local community
- Excellent decision-making skills and the ability to break down problems and come up with innovative solutions
- Excellent and effective experience of event management
- Excellent knowledge and understanding of relevant legislation and best practise within an event management setting
- Excellent financial and resource management skills
- Excellent ICT skills and good understanding of the value and use of new technology in improving services and engaging with others
- Engages positively with new challenges and new development opportunities, and demonstrates personal resilience when things don't go exactly to plan
- Demonstrate a strong understanding of a local government environment
- Be in good physical health to assist in moving equipment and set up of events.

Our culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to display our **Be Wigan** behaviours.

Be Positive… take pride in all that you do

Be Accountable… be responsible for making things better

Be Courageous… be open to doing things differently

Individuals with line management responsibilities are also expected to …

Inspire… lead by example and help others to see the big picture

Care… show genuine concern for people as individuals and value their contributions

Engage… I connect with others both within and beyond the organisation

Staff Deal

Our Staff Deal is an informal agreement with all staff. It outlines what you can expect from us, and in return what we expect from you

Our part

- Provide strong, honest and visible leadership
- Reward your commitment and hard work
- Care for your health and well being
- Listen to you and put your ideas into action
- Support you to give something back
- Offer opportunities to learn and grow
- Be one team, one council
- Believe in you

Your part

- Listen, be open, honest and friendly
- Be efficient, flexible and professional
- Care for your health and stay active
- Tell us how we can improve
- Give something back whenever you can
- Take opportunities to learn and grow
- Be one team, one council
- Believe in yourself and our borough