Frome Town Council
Job Description
Events Lead

This is a part time, permanent contract

Salary: Grade 6 SCP 25 - 29

Hours of work: 30 hours per week Monday to Friday - including some occasional evening and weekend work and work on Bank Holidays

Leave Entitlement: 23 days per annum rising to 26 days after 5 years' service plus public holidays (plus 2 extra statutory days – dates at FTC's discretion) - pro rata part time

Responsible to: Marketing & Communications Manager

Responsible for: Events Administrator, Support Stewards, Event Volunteers

The purpose of the role

To support the Marketing & Communications Manager in delivering the Council's events, markets and community activation programme.

The postholder will lead the operational planning and delivery of Frome Town Council's programme of civic, cultural, community and town centre events, ensuring they are safe, inclusive, financially responsible and professionally managed.

The role will provide day-to-day leadership of the events function, managing the Events Administrator and Support Stewards whilst working collaboratively across the organisation to deliver projects that animate the town centre and Council owned open spaces, strengthen community wellbeing and support the Council's strategic priorities.

Main Responsibilities

Event Planning and Delivery

- Lead the operational planning and delivery of the Council's annual events programme.
- Coordinate multiple projects simultaneously, ensuring events are delivered safely, on time and within budget.
- Develop event delivery plans, operational schedules and project timelines.
- Oversee event logistics including infrastructure, contractors, equipment and staffing.
- Ensure events are delivered to a consistently high standard and reflect the Council's values.

Event Safety and Compliance

- Lead the preparation of:
  - Event Management Plans
  - Risk Assessments
  - Traffic Management Plans

    - Steward Plans
    - Emergency and contingency plans
    - Licensing applications where required.

- Liaise with:
    - Somerset Council
    - Emergency Services
    - Safety Advisory Groups
    - Highways
    - Licensing
    - Security providers
    - Medical providers.

- Ensure compliance with current legislation and recognised event safety guidance.

Markets and Town Centre Activation

- Provide holiday cover for the Market Co-ordinator
- Work with the Town Centre Coordinator, to develop initiatives that increase footfall and support town centre vitality.
- Coordinate town centre activations including seasonal programmes, trails, public art and community events.
- Work closely with businesses and partners to encourage participation and collaboration.

Community Events and Partnerships

- Support community organisations in delivering successful public events.
- Build positive relationships with local organisations, businesses, landowners and volunteers.
- Encourage partnership working across the town.
- Represent the Council at meetings and operational briefings.
- Provide health and safety sign off for other events happening in our Parks and Open Spaces

Project Management

- Manage event budgets and monitor expenditure.
- Procure contractors and suppliers in accordance with Council procedures.
- Monitor project performance and evaluate outcomes.
- Identify opportunities to improve future delivery.

Team Leadership

- Provide day-to-day line management and support to the Events Administrator.
- Manage the Support Steward team, including recruitment, rotas, supervision, training and performance in consultation with the Events Administrator
- Coordinate volunteers and casual event staff.
- Hold regular one-to-one meetings and support probation, appraisal and personal development.
- Foster a collaborative, supportive and customer-focused team culture.

Partnership Working

- Develop effective working relationships with councillors, officers, businesses, artists, community organisations and statutory partners.
- Provide professional advice on event planning and delivery across the organisation.
- Deputise for the Marketing & Communications Manager where appropriate.

General

The responsibility for the smooth running of the Council is incumbent on all members of staff. At certain times – when colleagues are absent or during periods of seasonal or high workloads, for instance - you will be expected to help with or take on additional duties and responsibilities that are in line with the grade and purpose of this role.

A flexible approach to working evenings and weekends is required, although this will always be with as much notice as possible. Likewise, some Bank Holidays.

The post-holder has personal responsibility for safety in accordance with Health & Safety legislation and Council policies.

The post-holder will be expected to behave in a sustainable and ethical way; and to spend public funds wisely.

You will be expected to liaise and work with all other colleagues - with the emphasis being on teamwork, providing assistance to others in covering holiday periods, sickness, and any other contingencies when necessary.

Members of staff are to abide by and promote equalities within the Town Council as outlined in the NJC Pay & Conditions of Service and Council's Constitutional Policies.

You should be committed to the Council's Equal Opportunities Policy and to ensure equality of opportunity in service delivery.

This job is reflective of the current position and is subject to review and alteration in detail and emphasis in the light of future changes or development.

Person Specification
Events Lead

Qualifications

Essential

- Degree, professional qualification or equivalent experience in Event Management, Project Management, Community Development or a related discipline.

Desirable

- IOSH Managing Safely.
- Event Safety qualification.
- First Aid qualification.
- Institute of Event Management membership or equivalent.

Knowledge and Skills

Essential

- Excellent organisational and project management skills.
- Excellent communication and interpersonal skills.
- Ability to manage multiple priorities simultaneously.
- Strong leadership and people management skills.
- Excellent stakeholder management skills.
- Budget management experience.
- Good IT skills including Microsoft Office.

Desirable

- Knowledge of Purple Guide event guidance.
- Knowledge of licensing legislation.
- Understanding of local government.

Experience

Essential

- At least three years' experience delivering public events.
- Experience planning and delivering public events.
- Experience producing risk assessments and event management documentation.
- Experience managing complex projects.
- Experience supervising staff or volunteers.
- Experience working with contractors and suppliers.
- Experience managing budgets.
- Experience working with multiple stakeholders.

Desirable

- Experience managing markets.
- Experience with traffic management planning.

- Experience working with community organisations.
- Experience working with emergency services or Safety Advisory Groups.

Personal Attributes

- Integrity
- Ability to manage time and workload effectively
- Ability to use initiative and to be self-motivated
- A professional and courteous manner
- Ability to develop good working relationships and work as a member of a team
- Ability to communicate at different levels within the Council and wider community
- Confidence to lead a team and motivate and manage staff
- Confidence to play a leadership role within the community and make connections and build partnerships
- Strong negotiation skills
- Ability to think strategically and understand the process and logistics of a project
- Creative problem-solving ability
- Curiosity and a willingness to learn