



HERTFORD TOWN COUNCIL

EVENTS CO-ORDINATOR – MATERNITY COVER – ROLE PROFILE

Salary Grade:	£20,092 - £24,012 + Outer London Weighting (£626) Pro Rata
Hours/Location:	24 hours per week (annualised) based at Hertford Castle. There is a requirement to work at the community Castle events programme for which the candidate will be required to take time off in lieu (TOIL) for the additional hours worked.
Starting Date:	May 2021
Duration:	9 months with the potential to extend
Responsible to:	The Marketing and Events Manager
Key working relationships:	The Town Clerk Development and Leisure Chairman Development and Leisure Committee Members Hertford Town Council Officers Volunteers Sponsors, suppliers, and stall holders Friends of Hertford Castle Third party service providers Local Media

1. JOB PURPOSE

- a) To organise, manage and lead on the Town Council's Hertford Castle community events programme, which include music festivals, open air cinema events, castle open days, trails etc. For the proposed 2021 events programme visit www.hertford.gov.uk/events
- b) To develop external liaison in order to assist the Town Centre Officer with established events in the Town Centre and the Venues Coordinator with castle venue hire events and initiatives.

2. ROLE

- a) Work in partnership with The Marketing and Events Manager and Councillors to organise and execute the delivery of the approved 2021 Hertford Castle events programme.
- b) Be responsible to The Marketing and Events Manager for:

Events Management

- a) To prepare and manage an annual programme of Castle Community events.

- b) Event management of all Castle Community events, such as Castle Open Days, Open Air Cinema & Rock at the Castle.
- c) To work alongside the Town Centre Officer to ensure joint events including the Food and Drink Festival are delivered on budget.
- d) To assist the Marketing and Events Manager in the preparation of promotional and marketing material to pro-actively publicise the events and initiatives at Hertford Town Council.
- e) To actively update website event listings and social media accounts.
- f) To secure income from event sponsors and external funding from organisations to enhance the event and maintain the budget.
- g) To secure income from event stallholders, maintain relationships and manage the event site plan at Hertford Castle.
- h) To ensure insurance, legal, health and safety obligations are adhered to and risk management procedures are in place and followed for all Castle events.
- i) To compile comprehensive Event Management Plans for all castle events ensuring all health and safety, policy and procedures are covered.
- j) To work with the District Safety Advisory Group to ensure public safety is maintained at all outdoor public events.
- k) To maintain relationships with volunteers, tour guides, Councillors and Friends of Hertford Castle and ensure all events are stewarded.
- l) To manage the events budget ensuring not to overspend on equipment, advertising and entertainment.
- m) To assist with any additional duties that the Marketing and Events Manager requires.

Marketing and Promotion

- a) To assist the Marketing and Events Manager in the development of integrated marketing and promotional plans for all the Hertford Town Council events. This includes covering all areas of the marketing mix including online listings, print material, news releases, social media and other publicity areas.
- b) To assist with design publicity work including the requirement to be competent on the adobe creative suite.
- c) Responsible for preparing and negotiating with suppliers to ensure that the Council gets value for money.
- d) Assist with the preparation of sponsorship proposals for approaching organisations to attract sponsorship for events.
- e) To ensure all stall holder bookings are accurate, paid for and compliant with the regulations in place including GDPR.
- f) To assist with any additional duties that the Marketing and Events Manager requires.

Development and Leisure Committee

- a) To work with the Town Clerk, Marketing and Events Manager and other officers to proactively suggest and obtain relevant approvals for initiatives, policies, and projects.
- b) Preparation of internal reports in a timely and professional manner.
- c) Assist in the preparation of high quality Committee reports ensuring that the reports are accurate, has sufficient information for Members to make informed decisions.
- d) Ensure all outstanding actions are followed up in a timely manner and provide a status update.

3. KEY ACCOUNTABILITIES

To work with Officers to:

- a) Drive a culture of continuous improvement and innovation.
- b) Operate as a positive role model to inspire all employees to promote the Council and present a favourable image to the community.
- c) Embrace the performance management culture within the Council, driving the continuous improvement of services towards becoming a nationally recognised leading local council.
- d) Promote a positive and constructive relationship between Councillors, Officers and the community.

Valuing Diversity

- a) Ensure that all service delivery is customer focussed and delivered within a framework that recognises and respects the diverse nature of the community, with an emphasis on inclusion and access.