

Role Profile

This section provides key information relating to the role

Job Title:	Town Centre Events and Business Liaison Officer		
Post No:	RP0121	Grade:	G
Team:	Economic Development	Location:	Campus East / various sites
Responsible to:	Economic Development Officer		
Responsible for:	N/A		

Overall job purpose:

To support the Economic Development officer in the coordination of activities relating to business and partner engagement to help build strong local economy. To be the lead for town centre event management and delivery.

Key areas of focus:

1.	Lead and develop the Town Centre Event and Markets Programme in conjunction with the wider Regeneration and Economic Development team.
2.	Manage the existing events and market put on by WHBC
3.	Acting as a point of contact for third party suppliers and contractors
4.	Ensuring that appropriate Event management processes and procedures are completed, such as risk assessments, event licenses permissions, health and safety.
5.	Managing event budgets in conjunction with the Economic Development officer
6.	Supporting the Economic Development officer in the implementation and delivery for the Economic Strategy for WH
7.	To act as a key liaison between business and other stakeholders and develop a strong network across the borough
8.	Managing a range of communication channels including social media and publications to market events and economic activities to businesses and other key stakeholders
9.	Identify potential external funding opportunities and work with the wider Regeneration and Economic Development team to create bids and sponsorship packages
10.	To promote equality and diversity in the workplace and in the services of the Council and to deliver the Council's equalities and diversity priorities.

11.	The ability to converse with ease with other staff and members of the public and to provide advice in accurate spoken English is essential for this post.
12.	Any other duties that are commensurate with the level and grade of this post.

Role Requirements

The following outlines the criteria for this post.

Criteria	Essential	Desirable	Assessment Criteria
Qualifications and experience			
Qualification related to event management, or relevant experience of managing events in relevant setting	x		AP/IN
Project management skills, for example PRINCE 2 practitioner or equivalent experience		x	AP
Knowledge			
Experience and good understanding of delivering events within a town centre environment or relevant event management experience	x		AP/AS/IN
Experience of working with networks and of developing new initiatives for business development and engagement	x		AP/AS/IN
Experience and strong understanding of budget management and financial processes	x		AP/AS/IN
Skills and abilities			
Strong interpersonal and communication skills	x		AP/IN
Experience of working with stakeholders and partners in to build long-term relationships	x		IN
Highly developed written, oral and presentational skills	x		AP/AS/IN
Other attributes			
Ability to work under pressure and to deadlines	x		AS/IN
To work independently with minimal supervision taking initiative and being proactive in all activities	x		AS/IN
Full driving license and access to a car	x		AP

Ability to work weekends (at least two Saturdays per month)	x		AP
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Assessment Criteria:
(AP) Application, (AS) Assessment, (IN) Interview

Our Values and Behaviours



Our CORE values are key to delivering our vision, plans and strategies.

Collaborative	Open	Responsible	Excellent
We work together to get things done	We behave with integrity & fairness	We take responsibility for our actions and decisions	We perform at our best & strive for excellence

It's really important that you have a genuine passion for doing a great job and our behavioural competency framework sets out how we want people to work, ensuring everyone is valued, supported and empowered.

These competencies will be assessed throughout the recruitment and selection process, as well as part of your ongoing development and progression.