



Role Profile

Job Title: Park Event and Estate Officer	Role Profile Number: OPN133
Grade: N	Date Prepared: June 2022 / August 2022
Directorate/Group: Operations	Reporting to: Head of Hotel, Conferencing and Events
Structure Chart attached: Yes	No

Job Purpose

We are seeking an organised, dedicated and dynamic individual who will support the ambition of the Hotel to be a centre for large scale, high profile events. This post will be responsible for all activities within the park, including the hire of events fields, public safety within the park, BBQ facilitation, as well as ensuring the park is presentable and secure. This post will cover statutory compliance for the ground and hotel, liaising with the Operations Team – Trade Services to ensure fire, water, gas and electric testing is carried out.

Key Accountabilities

- Achieve sales targets, converting visitors to corporate clients, taking every opportunity to actively market, and cross and up sell, ensuring the highest standards of customer care are reached.
- Develop and implement approved plans and strategy for Lydiard park including the Management and Maintenance Plan.
- Working within the hospitality team, contribute to the creation of strategies, processes and procedures that enable the site to operate as a business. Identify and work towards funding opportunities to secure external resource for the site.
- Be the representative for the business at Emergency Services Advisory Group (ESAG) making recommendations for large scale events and creating bespoke event plans detailing H&S, crowd movement, traffic management and escape routes.
- Identify present and potential markets and opportunities for events, analyzing market trends, communicating effectively with target clients and audiences, predicting and satisfying customer needs through the continual development and improvement of events
- Deliver presentations to clients to generate new business, increase business opportunities and promote Lydiard events and hospitality opportunities. To sell sponsorship, stand and exhibition space to potential exhibitors and partners where needed.
- Originate, develop and maintain relationships with key clients, ascertain client's precise event requirements and produce detailed proposals that match the business plan

- Contribute to the writing of Bids for external funding where appropriate.
- Manage event promotion and marketing to ensure a co-ordinated and coherent approach.
- Oversee the efficient and effective operations of Lydiard Park, facilities and event activities including the day to day management of estate staff.
- Lead on the volunteer programme, enhancing the work volunteers can carry out and promoting the activity within the town.
- Act as project and or team manager on specific identified projects and events within the site. Continually review and evaluate existing services, events, staff, products, financial resources, costs and processes to ensure improvement and development
- Oversee and participate in the organisation and delivery of outside events and work with staff and clients to meet the highest standards.
- Support with contract negotiation where required, liaising with the Council's Legal team to ensure contracts suits the overarching business plan.
- Work with Lydiard management and catering teams to continuously develop hospitality services to match customer and client demand
- Establish robust systems and procedures to ensure the effective delivery and sustainability of events
- Control the timetabling of events to ensure that demand is met, capacity is available and events are executed at the best and most suitable locations
- Utilising expertise and resources from across the site and liaising with staff to ensure that events are delivered on time, appropriately staffed, and that specifications for health, safety, legal and insurance obligations are adhered to.
- To take responsibility for risk management, emergency planning and first aid provision, ensuring the health, safety and welfare of all participants, staff, and public during organized outside events
- Working with the museum service and wider borough to ensure all aspects of our offer is marketable and in the public eye

Supplementary Accountabilities

- Act as Duty Manager as required across business including events during evenings and weekends
- Act as emergency on call officer where required.
- Showcase our product within the park to prospective clients.
- Support in the invoicing process for events and purchase orders for the hire of equipment under the direction of the operational lead.
- Be able to work unsociable hours across a 7 day week
- Flexible to work at different locations across the Structure and wider Borough.
- Supervise teams during events when needed.

Knowledge & Experience

Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:

- Able to demonstrate substantial experience in event management, particularly large scale outside

Contacts and Relationships

(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)

- General Public/Guests
- Third Party event companies
- Senior Management and Elected Membres

Other Key Features of the role

(working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury).

- Ability to attend meetings at locations across the borough, driving licence preferable.

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name:
Date:	