



DESTINATION MANAGEMENT
& PROMOTION

Job Description

Job Title:	Events & Concessions Manager		
Grade:	CV One Band 2 – Senior Management		
Section:	Destination Marketing	Responsible to:	Head of Destination Marketing
Location:	Hay Lane		

MAIN PURPOSE OF THE JOB

To develop, devise and produce a cultural event programme for CV One and third party clients; managing all creative and operational aspects of the programme in line with company policy and legislation.

Play and active role in the delivery of a substantially enhanced and sustainable income stream for CV One, by maximising opportunities for income generation from concessions, outdoor promotions and street trading.

KEY TASKS AND RESPONSIBILITIES

1. To plan, organise and promote CV One's events programme, promoting innovation and continuous improvement through its ongoing development and expansion.
2. To provide a focus for co-ordination across the cultural events sector, encouraging existing groups to work together and establish partnerships, in order to identify and develop new cultural event projects and programmes.
3. To promote the sale of events management and production services to third parties, securing additional income and expanding the Company's portfolio of clients.
4. To develop and manage the events and concessions team and other temporary staff as appropriate and encourage involvement and development through training and performance review.
5. To Chair the Events Health and Safety Advisory Group.
6. To provide and monitor all health and safety requirements associated with outdoor events and produce and update operational manuals as required.
7. To maximise income generation from commercial and sponsorship opportunities and grant regime sources.
8. To manage departmental finance process and maintain effective budgetary control in line with company financial procedures.
9. To agree tariffs and annual income targets with the Head of Destination Marketing, and to provide quarterly progress reports and briefings for Executive Management Team.
10. Ensure street trading opportunities adhere to quality guidelines, conforming to all aspects of health and safety, insurance, public liability and risk assessments.

11. Carry out the duties of the post with due regard to upholding the Company's Equal Opportunities Policy, high standards of professional presentation and customer care and ensure Health and Safety at work.

Name _____

Signed _____

Date _____