

# LEEDS CASTLE

## DESIGNED TO ENTERTAIN & AMAZE

### **EVENTS MANAGER (1-YEAR FIXED TERM MATERNITY COVER)**

#### Role Profile & Job Description



## LEEDS CASTLE

### JOB DESCRIPTION

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<b>JOB TITLE</b>	Events Manager – 1-year fixed term maternity cover
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<b>REPORTS TO</b>	Head of Brand, Marketing & Fundraising
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<b>DEPARTMENT</b>	Events
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<b>LOCATION</b>	Leeds Castle is a stunning, 900-year-old moated castle, set in 500 acres of Grade II listed parkland, situated in the beautiful Kent countryside. The Castle has been open to the public through the Leeds Castle Foundation since 1974 and continues her story as a glamorous retreat and popular visitor attraction.
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<b>PURPOSE</b>	Our event programme is an integral part of the visitor experience, driving visit amongst target audience, as well as delivering our stories and brand. Reporting to the Head of Brand, Marketing & Fundraising you will be responsible for the planning and delivery of a diverse range of events that drives business results.
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You will plan, prepare and deliver large special ticketed events such as our Fireworks Spectacular for an audience up to 10,000, whilst also managing a year-round programme of value-added activities and events designed to increase the number of new ticket sales year on year.

Working with other departments such as Wildlife, Curatorial, Education and Day Visitors, you will harness their skills to support the events programme.

Responsible for producing thorough risk assessments and ensuring safe working environment for staff, volunteers and visitors alike.

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## KEY TASKS

- To deliver an annual programme of varied events and daily activities within the agreed budget. Manage the events from concept to clear up and evaluation.
- To deliver compelling events which meet the brand requirements and achieve the visitor numbers set, generating new tickets sales and secondary spend.
- To lead on the key events throughout the year; liaise with performers and contractors, ensure all risk assessments, operational notes, contracts and all associated paperwork is thorough and documented. Managing in-house staffing and ensuring training has been given and is current for tasks required to fulfil their role.
- Work closely with Hard Services Manager to ensure support from maintenance, grounds and gardens staff to ensure safe set up of events smoothly and safely.
- To line manage the Events Co-ordinator and the Events Admin Assistant.
- To attend events at weekends, Bank Holidays and some evenings. Ensuring they are delivered safely and to the highest standard. To resolve issues and problems as they arise calmly and effectively.
- To source, negotiate with and establish clear contracts with contractors and entertainers as required, gaining best value for money, effective delivery and close adherence to H&S requirements whilst on site.
- To source and contract all external catering for events, ensuring that the right quality and brand image is delivered. Ensure all paperwork, insurances licences and H&S requirements are met, ensure prompt payment of commission.
- To work with the Visitor Operations Manager to recruit/ develop sufficient staff for events and ensure all staff are trained, briefed and prepared accordingly.
- To attend weekly Operational meetings and update internal departments on the progress of up and coming events.
- To plan and participate at meetings and disseminate information to the wider organisation and contractors on key events planning such as; Joust, Summer Concert, Motors by the Moat, Castle Christmas and Christmas lights.

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## CORE ACCOUNTABILITIES

- Accurate and effective budgeting & business cases for each event, ensuring profitability of event is achieved.
- Successful delivery of event with good feedback from visitors and participants.
- Attention to detail of events, producing detailed operational notes.
- Follow Foundation regulations in Health & Safety requirements, maintain a safe operating environment for colleagues and for visitors.
- To ensure personal standards of presentation, performance and attendance beyond reproach at all times.

## **SKILLS, KNOWLEDGE & EXPERIENCE**

- Proven experience as a successful Event Manager in a large visitor attraction.
- Creative thinker, with excellent organisational skills.
- The ability to problem-solve.
- A team player with leadership skills.
- Attention to detail.
- Ability to work calmly and effectively under pressure and to tight timescales.
- Confident communications and influencing skills.
- Experience of multi-functional teams.
- A pro-active, can-do attitude.

In addition to your main areas of responsibility, the values and behaviours that are required from all our people for the successful delivery of our vision and strategy are summarised below:

<b>VISION</b>	To be the South's top heritage destination for relaxation, hospitality & experiences that surprise & delight
<b>VALUES:</b>	
	<b>WELCOMING:</b> Everyone is treated as a valued guest
	<b>BEHAVIOUR:</b> We welcome our guests with warmth & the personal touch, going the extra mile to make sure guests have a fabulous experience, while keeping them safe. We are inclusive, welcoming people of all races, genders, ages, sexualities & abilities. We build connections with communities & partner organisations to reach those who experience barriers to visiting.
	<b>SURPRISING:</b> We are a living, breathing heritage site, a place that uses its assets with joy. We look at life through a different lens, seeking surprising hidden stories & new approaches
	<b>BEHAVIOUR:</b> We are curious, think laterally & always look for the Leeds Castle 'twist' to make us stand out. We are agile, flexible & open to change.
	<b>ENDURING:</b> As estate custodians, we understand our assets, think long-term in caring for & improving them & leaving a healthy, positive legacy for future generations.
	<b>BEHAVIOUR:</b> We manage finances for the long-term, investing wisely & monitoring payback. Staff spend charitable funds prudently, always seeking best value. We minimise environmental footprint & work towards net zero carbon emissions. We plan regular maintenance & capital projects to protect our assets, doing the job properly & once. Our decision making is ethical, transparent & has integrity.
	<b>NURTURING:</b> We continue the estate tradition of looking after our people & communities.
	<b>BEHAVIOUR:</b> We respect different skills, experience & views. We work as one team, supporting & developing staff, recognising this is a lifestyle, not just a job. We take ownership of challenges & opportunities, successes & failures, always learning from experience. We are a good neighbour & partner, with a positive influence in Kent and beyond.

All candidates will be recruited against the above criteria regardless of their sex, racial, ethnic or national origin, disability, age, sexuality or responsibilities for dependents. We value a diverse workforce and celebrate our differences

This Job Description is not exhaustive. You should be aware that you may be required to perform other duties as required.

I have read and understood the above Job Description.

Signed ..... Date .....