

LIVERPOOL EXPERIENCE CAMPUS

JOB DESCRIPTION & ROLE PROFILE



Event Management

Senior Event Manager

REPORTS TO: Head of Event Management

DIRECT REPORTS: Up to 3 x Event Managers and/or Assistant Event Managers

JOB PURPOSE

- To lead the planning, management and safe delivery of events across the campus, ensuring consistently high standards of client service, customer experience, operational delivery, safety compliance and financial performance.
- To provide direct line management, supervision, coaching and day-to-day support to Event Managers and or Assistant Event Managers, ensuring clear objectives, effective workload management, professional development and consistent performance across the team.
- To act as a senior operational lead within the Event Management team, providing guidance, coaching and decision-making support to team members in relation to event planning, client management, risk, safety, financial performance and live event delivery.

MAIN DUTIES AND RESPONSIBILITIES

- Liaise with clients during the sales process providing detailed venue information as required and ensuring the event is achievable within the proposed spaces of the venue and event delivery costs are made available as required.
- Once an event is confirmed to become the lead manager who will focus on all aspects of planning, budgets, safety and overall event delivery.
- Provide leadership, advice and support to all clients and their representatives during the planning process to ensure requirements are understood, safe and legally compliant.
- Facilitate and lead on site visits during the event planning process to ensure clients' needs are fully understood and achievable.
- Support the Head of Event Management with recruitment of new staff and support them in team matters, allocations of events and covering any gaps within the team.

- Support the Head of Event Management with the quarterly financial forecasting of all events.
- Lead on all aspects of planning and on-site delivery for allocated events, acting as a main contact between the client and all service partners/departments working on the event, including managing service partner staff during the live event tenancy period.
- Work closely with the catering team ensuring client requests are appropriately dealt with and client satisfaction is continually monitored.
- Take an active role in all client menu tastings ensuring notes/photographs are made available. These should be checked during the live event to ensure catering quality and delivery is in line with the client and venue requirements.
- Creation and management of comprehensive electronic event folder for each event ensuring all legally required documentation is available as required.
- Create an event safety file for each event and create an event specific risk assessment ensuring any risks and hazards are appropriately assessed and any measures to reduce risks are communicated, implemented and reviewed.
- Prepare a pre-event risk assessment document which should be presented to the internal risk assessment group to identify, discuss and agree the event risk category inline with the LEX Liverpool security strategy
- Ensure the relevant safety documentation received from the client, their contractors and internal departments is adequate, comprehensive and legally compliant
- Creation of a comprehensive Event Schedule for each event ensuring concise information is provided to internal and external stakeholders.
- Ensure CAD layouts are created for all events and compliance of each drawing in line with the E/A Guides.
- Negotiate with service partners to keep operating costs to a minimum whilst still ensuring adequate cover is maintained, budgets are met and that services provided, and supplies purchased, meet the required safety and legal standards.
- Maintain good interdepartmental communications between Events Team and the Production, Catering, Sales and Marketing departments to ensure events are organised efficiently and effectively, required standards of services are maintained, and client's requirements are met.
- Create and maintain accurate service orders and extra's quotes ensuring all additional costs are invoiced to clients or added to settlement invoices.
- Complete a comprehensive post event report to identify contractual and overall performance of all other departments and ensure any action points are raised and allocated to relevant departments at the weekly Events Meeting.
- Upsell additional services and identify further income streams for all events during the planning and delivery stages to maximise event contribution.
- Manage pre-door checks as required and liaise with all parties to ensure all compliance and procedural pre-door processes are adhered to and the venue is safe and suitable for opening to the public

- Manage appropriate checks such as fire safety, emergency evacuation, service partner staffing levels are as agreed to ensure successful delivery of events.
- To liaise with security control on all event related security incidents
- To manage and approve ejections from the venue as required
- To manage event related coded alarms including decision making responsibility for any emergency or evacuation
- Manage any customer complaints during events to ensure a solution is found
- Assume the role of Bronze Command on events as required maintaining contact with, the on-site event delivery team and relevant Liverpool Campus Experience senior management team and emergency services as required.
- Maintain a comprehensive knowledge of the venue and its capabilities in order to best advise clients on the logistical and safety aspects of their events
- Establish and maintain good working relationships with partners and agencies – in this instance the local authority, event organisers, and other relevant internal and external agencies.
- Monitor the appearance and facilities at Liverpool Experience Campus, to ensure they always meet the required standards, in both front and back of house areas.

MANAGEMENT / SUPERVISOR RESPONSIBILITIES

- Provide direct line management to allocated Event Managers and Assistant Event Managers, setting clear objectives, priorities and performance expectations.
- Conduct regular one-to-one meetings with direct reports, supporting workload management, wellbeing, development, performance and delivery standards.
- Coach, mentor and support Event Managers and Assistant Event Managers to develop their event planning, client management, financial, safety and operational delivery skills.
- Monitor the performance, conduct and attendance of direct reports, escalating matters to the Head of Event Management and HR where required.
- Support the induction, onboarding and training of new Event Managers and Assistant Event Managers as required
- Provide day-to-day guidance and decision-making support to direct reports, particularly in relation to complex events, client issues, operational challenges, financial matters and safety considerations.
- Review and quality assure event planning documentation produced by direct reports, including event plans, risk assessments, event safety files, cost forecasts, layouts and post-event reports.
- Support the allocation of events across the team, ensuring appropriate workload balance, experience, development opportunities and client relationship continuity.

- Act as an escalation point for Event Managers and Assistant Event Managers during event planning and live event delivery.
- Support the Head of Event Management with team resource planning, including event cover, annual leave, workload pressures and senior operational cover.
- Promote consistent standards, ways of working and best practice across the Event Management team.

GENERAL

To adhere to Liverpool Experience Campus' Health and Safety policies and procedures and to observe a duty of care to all visitors, staff and contractors to Liverpool Experience Campus

To undertake any other duty commensurate with this post as determined by your manager.

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing. It is inevitable over time that the emphasis of this job will change, therefore this information will be periodically reviewed, revised and updated involving the post holder.

ROLE PROFILE

ATTRIBUTES	DESCRIPTION	ESSENTIAL/ DESIRABLE	HOW MEASURED
TRAINING & QUALIFICATIONS	IOSH/NEBOSH Crowd Management and or crowd safety qualification Safeguarding Level 3 Evidence of continued professional development in event management, safety, leadership or operational delivery FREC 3 First Aid Qualification Level 4 Spectator Safety	Essential Essential Essential Essential Essential Desirable Desirable	
EXPERIENCE	Substantial experience of event management Substantial experience of customer service and dealing with individuals at all levels Significant experience of Operational management Demonstrable experience of having delivered service improvements in a commercial environment Demonstrable experience of achieving demanding targets Experience of line managing, supervising or mentoring team members, including setting objectives, supporting development and managing performance Experience of budget forecasting and event related costs and expenditure Experience of managing client relationships and acting as a senior point of contact for complex or high-profile events. Experience of acting as a senior operational lead, duty manager, escalation manager or command role during live events.	Essential Essential Essential Desirable Essential Essential Desirable Desirable Desirable Essential	
SKILLS & KNOWLEDGE	Detailed understanding sector and events planning and management Detailed knowledge of Risk Assessments and significant experience in writing and reviewing them. Developed ability to make quick and informed decisions and implement them	Essential Essential Essential Essential Essential	

	Detailed understanding of Health and Safety/CDM legislation within the conference/entertainment industry Developed problem solving ability Developed IT skills and awareness of using software packages Highly developed negotiation skills Highly developed organisational skills including time management Highly developed ability to react calmly and efficiently to any situation and find a resolution Highly developed customer service skills Experience of major arena, conference, exhibition, entertainment, sporting or high-profile event delivery. Experience and involvement in command structures, major incident response, emergency procedures or senior operational escalation processes. Knowledge of contract and supplier performance management.	Essential Essential Essential Essential Essential Essential Essential Essential Essential	
KEY ATTRIBUTES	Emotional intelligence, pragmatic, resilience, internal/external stakeholder management, confidence, good verbal and written communication	Essential	

Key for How Measured:
I - Interview

P - Presentation

A - Application

E - Exercise

T - Test

AC - Assessment Centre

CS - Case Study

Signed by Employee:

Date:

Signed by Line Manager

Date