

London Borough of Lambeth

Job Description

Job Title:	Event Concessions & Sales Manager
Division:	Neighbourhoods & Growth / Environment / Events
Rate:	£150.00 per day (PAYE)
Responsible to:	Event Productions Manager
Responsible for:	Freelance staff and contractors from time to time

Main purpose of post

- To deliver, organise and manage the annual 45th Lambeth Country Show event concession sales of over 300 traders and exhibitors.
- To lead on sponsorship sales and brand activation partnerships for the event.
- To lead on the advertising sales for the event.
- To facilitate, support and help manage all aspects of income generation for the Lambeth Country Show ensuring high standards are being maintained at all times.
- Assist with the event delivery working in conjunction with Event Productions Manager, Head of Events, supporting officers and the wider events team.
- A good working knowledge and project management approach to event sales delivery, advising and negotiating with clients, stakeholders, partners, internal and external agencies and other services within the authority.
- Regular customer relationship management and sales performance reporting.
- Professionally represent the Council at externally organised and internally organised stakeholder, planning and safety advisory group meetings.
- Working onsite and offsite in parks and open spaces is required during the event evenings and weekends.

Key accountabilities

1. Assisting with all aspects of the Lambeth Country Show and ensuring that it is delivered to the highest of standards and within targets.
2. Customer service relationship and sales management which include traders, exhibitors, sponsors and partners in order to generate significant income from repeat business.
3. To actively generate income from multiple revenue streams within the event through exhibitor and trader concession sales, sponsorship packages and partnerships and continually develop new business to meet the event income and service targets to run the events.
4. Ensure the Council's Financial and Procurement Procedures are complied with.
5. Deal with queries in writing, by telephone and in person relating to the Lambeth Country Show including correspondence with elected Members, MP's, local community groups, residents and the media.
6. To carry out the duties of the post in accordance with the Data Protection Act, the Computer Misuse Act, the Health & Safety at Work Act, and other relevant legislation, as well as Council policies, procedures, Standing Orders and Financial Regulations.
7. To take responsibility, appropriate to the post for tackling racism and promoting good race, ethnic and community relations.

Main Duties & Responsibilities.

1. To actively help promote the Lambeth Country Show event, generate new business interest through PR and marketing, including social media and social networking.
2. Responsible for the financial transaction management, handling and safekeeping of income from large sums of cash and reconciliation of card payments.
3. Assist with the organising and management of the contractors for the event.
4. Assist with creative production, organising and management of the entertainment for the event.
5. To carry out other duties as directed by the Event Productions Manager as required.
6. To ensure all relevant paperwork is delivered as required in relation to both internally organised and externally organised events organised by the Council.
7. Working in partnership with relevant officers and agencies to deliver best value and best practice.
8. Support the Event Productions Manager on all matters relating to the Lambeth Country Show event and ensure they are kept up to date with all issues and risks.
9. Responsible for ensuring the Lambeth database and systems are kept up-to-date and developed accordingly to ensure the highest possible management and practice standards are set and maintained.

Specific Management Role

1. Responsible for the management of all onsite and offsite customer management, use of all plant machinery and materials obtained through the contract of concessions and services.
2. Regular supervision and line management of the work for the Events and Concessions Assistant(s), Events Internships and Contractors onsite and offsite in parks and open spaces. Ensure regular meetings are held regarding their work plans.

Specific Skills

1. In-depth knowledge of the events and festival industry.
2. Strong personal and communication skills.
3. Strong commercial acumen and negotiation skills.
4. Meticulous attention to detail, highly organised and forward thinking.
5. Previous team management experience.
6. The ability to problem solve and predict problems with assigned tasks.
7. Comfortable working independently and as part of a team.
8. Flexible approach to working and willing to take on ad-hoc tasks.
9. Can manage a heavy workload with strict deadlines and targets.
10. Competent with Microsoft Office packages, particularly Outlook, Word and Excel.
11. Experience of presenting key financial data and budgets to management.
12. Knowledge and experience using AutoCAD for site planning.
13. Knowledge of festival management software such as Eventree, Marcato etc.
14. Experience using cloud file sharing software such as Dropbox, OneDrive etc.
15. Relevant GDPR data related knowledge.

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	Person Specification	
Education	Evidence of ongoing professional development, including relevant high level academic and/or professional qualifications.	Desired
	Membership of relevant professional organisations	Desired
Knowledge	K1. Knowledge of event concession sales	Essential
	K2. Detailed knowledge of outdoor event production and management	Essential
	K3. Detailed knowledge of legislation relating to public events	Desired
Experience	E1. Proven experience of organising, managing and delivering for large scale, complex public events as project officer.	Essential
	E2. Experience of identifying and leading on the development of new business sales and potential opportunities that have resulted in dramatically improved revenue outcomes.	Essential
	E3. Experience of operating effectively in complex and creative environments.	Required
	E4. Experience of managing traders, exhibitors and sponsors at large public outdoor events or festivals.	Essential
	E5. Experience of operating effectively within a customer facing environment.	Required
Behaviours	Focuses on Citizens – Level 3: Systematically engages with citizens on a regular basis.	Essential
	Takes ownership – Level 2: Spots opportunities.	Essential
	Works collaboratively – Level 2: Works across teams.	Essential
	Integrity – Level 3: Walks the talk.	Essential
	Committed to the borough – Level 2: Supports the Borough.	Required
	Supports learning and development – Level 1: Provides instructions.	Required

	Manages performance for outcomes – Level 2: Monitors performance.	Required
	Leads and engages – Level 2: Builds team commitment and engagement.	Required
	Empathy – Level 3: Understands meanings.	Required
	Scans the environment – Level 3: Keeps up to speed.	Required
	Thinks strategically and creates clarity – Level 2: Synthesises complex data.	Required
	Politically astute – Level 2: Understands the Borough politics.	Required
	Influences – Level 1: Communicates clearly.	Required