

Job Description

Post Title:	Event Planner
Grade:	3
Hours of work:	18.5 hrs per week including evening and weekend
Base:	Leisure Trust Hub (Central Library)
Car user allowance:	Casual

Principle Job Purpose

To co-ordinate and support the delivery of events across Merthyr Tydfil Leisure Trust.

Responsible to: Marketing Manager

Key responsibilities

1. Support delivery of Trust Events across all departments at multi-locations.
2. Co-ordinate external event bookings within Merthyr Tydfil Leisure and maintain a positive working relationship with the staff within the department. Develop positive relationships with booking holders in order to create repeat bookings, and create new contacts in order to develop the external Leisure Events programme.
3. Co-ordinate external event bookings within Cyfarthfa Park and maintain a positive relationship with the staff within the Department. Develop positive relationships with booking holders in order to create repeat bookings, and create new contacts in order to develop the external Park Events programme.
4. Develop, organise and manage a programme of Trust wide events at multi-locations (minimum of 4 per year).

Primary Tasks

Events

- Develop and manage the Trust wide Events calendar as a central point for all staff to view Trust Events.
- Manage communication throughout the Trust with regard to Event requirements such as the loaning of equipment, and linking Events at multi-locations.
- Co-ordinate all event bookings within Merthyr Tydfil Leisure from initial enquiry through to the Event takings place, including confirming the booking, organising set-up requirements, liaising with staff including Centre Managers and Event Staff, and ensuring insurances and risk assessments are checked.
- Co-ordinate all event bookings within Cyfarthfa Park from initial enquiry through to the event taking place, including confirming the booking, organising set-up requirements, liaising with staff including Park Managers and Event Staff, and ensuring insurances and risk assessments are checked.
- Responsible for calculating the cost of events and charge for the booking, including managing each Event booking account in terms of ensuring payments are made and managing ticket sales including commission if applicable.

- Develop and maintain positive working relationships with both staff and customers in order to create repeat business and develop the Trusts image.
- Undertake a variety of administration tasks in order to co-ordinate the bookings including confirmations and cancellations, maintaining a professional relationship with the administration support at multi-locations in order to complete this.
- Identify and create opportunities for the Trust to build its own Event programme, and co-ordinate that Events programme across multi-locations including taking responsibility for the booking of the Events, negotiating pricing, working within a budget and attracting participants.
- Detailed understanding of the EPOS system used across Leisure and Cultural services is required in order to manage Event bookings, maintaining a professional working relationship with the Business Support Manager to ensure system operates effectively.
- Collate and analyse customer feedback surveys for all Events.

Marketing

- Support the Marketing officer with the promotion of all Trust Events.
- Responsible for the day to day management of the Leisure Twitter account.
- Distribute promotional material across all Trust sites, across the Local Authority, and wider if required.
- Support the collection of statistical information on marketing activity for monitoring purposes.

General

1. The list of duties in the job description should not be regarded as exclusive or exhaustive. There will be other duties and requirements associated with the post and in addition as a term of your employment you may be required to undertake various other duties as may reasonably be required.
2. Your duties will be as set out in the above job description but please note that the Trust reserves the right to update your job description from time to time to reflect changes in or to the post.

Person Specification

Qualification / Experience	Assessment method		
	Essential or Desirable	Application Form	Interview
Hold at least 5 GCSE (A-C) or equivalent	E	✓	
The post holder will have two years' experience of working in events /marketing role	E	✓	✓
Experience of maintaining and developing relationships with a variety of customers and / or organisations	E	✓	✓
Experience of selling products and services	D	✓	✓
Experience of event co-ordination	E	✓	✓

Knowledge and Skills	Assessment method		
	Essential or Desirable	Application Form	Interview
Good communication skills both written and oral	E	✓	✓
Competent level of IT skills i.e. Word, Excel etc.	E	✓	
Excellent interpersonal skills and the ability to influence others	E	✓	✓
Able to communicate through the medium of Welsh	D	✓	
Ability to organise and priorities workload and work to tight deadlines	E	✓	
Ability to collect and collate data	E	✓	✓
Ability to use social media sources	E	✓	✓

Additional requirements	Assessment method		
	Essential or Desirable	Application Form	Interview
Ability to work as part of team and on own initiative	E	✓	
Access to a vehicle to enable travel to different venues	E	✓	
Able and willing to work evenings and weekends	E	✓	
Commitment to high quality service delivery	E	✓	✓
Ability to speak Welsh or willingness to learn	E	✓	✓

Organisation Chart

