



Skipton Town Council

SKIPTON TOWN COUNCIL

Job Description

Post Title: Events & Tourism Manager (37 hours)

Reporting to: Chief Officer

Responsible for: 1 x Tourism & Community Liaison Officer, Casual Events Staff.

Main Purposes of Role

- To undertake festival and event planning and management on behalf of the Council - and to assist other community groups and organisations with event and festival planning and operation.
- To facilitate approved civic events and parades on behalf of the Council.
- To work, on behalf of the Council, and with partner organisations, to promote and market Skipton as a visitor and tourist destination.
- To work with the Market Manager to promote Skipton Market as a visitor destination.
- To oversee the operation of the Town Centre Ambassador Scheme and associated initiatives.
- To co-ordinate the Council's marketing, promotional and social media activities.
- To act as the Council's link with other towns and cities and to maintain an awareness of national and regional issues and initiatives impacting generally on the management of the Town Centre.

Main Duties

Event & Festival Planning & Management

- To plan, on an annual basis, a balanced range of events and festivals to enhance the tourist and resident offer of the Town.
- To plan and deliver events and festivals on behalf of the Town Council. To work with partners, community groups and other organisations, as appropriate, to help plan and deliver other events and festivals not wholly managed by the Town Council.
- To offer advice and assistance to partners, community groups and other organisations as appropriate.
- To co-ordinate casual and other staffing arrangements for each event and festival supported by the Council.
- To prepare appropriate risk assessments and to ensure the safe operation of any event or festival operated by the Council.

- To provide advice on risk assessments and other similar matters to partners, community group and other organisations, as appropriate.
- To attend meetings of the Craven Safety Advisory Group, as appropriate.
- To plan, obtain and implement any road closure orders as appropriate and to liaise with the emergency services, other local authorities and public transport providers as appropriate.
- To prepare and implement any appropriate traffic management plans.

Civic Events & Parades

- To plan and deliver, or to facilitate, any appropriate civic event or parade and to work with, or provide advice to, partners, community groups and other organisation as appropriate.
- To co-ordinate casual and other staffing arrangements for each event.
- To prepare appropriate risk assessments and to ensure the safe operation of each event.
- To provide advice on risk assessments and other similar matters to partners, community group and other organisations, as appropriate.
- To attend meetings of the Craven Safety Advisory Group, as appropriate.
- To plan, obtain and implement any road closure orders as appropriate and to liaise with the emergency services, other local authorities and public transport providers as appropriate.
- To prepare and implement any appropriate traffic management plans. Tourism, Marketing & Promotion
- To plan and implement appropriate marketing and promotional activity for all aspects of the Council's Events & Tourism functions.
- To promote the Visit Skipton brand and to encourage and develop tourism, working with partner organisations as appropriate.
- To develop and implement promotional incentives to encourage increased numbers of visitors to the Town.
- To develop and implement promotional incentives to coach and group travel operators.

Promotion, Websites & Social Media

- To assist the Chief Officer in the co-ordination of appropriate publicity, marketing and promotion of the Council's activities.
 - To source or undertake appropriate design work and to co-ordinate printing, advertising placement and associated resources in connection with the Council's marketing and promotional activities.
 - To assist the Chief Officer in the co-ordination, development, maintenance and updating of the Town Council website.
 - To co-ordinate the development, maintenance and updating of the 'Visit Skipton' website.
 - To co-ordinate all of the Council's Social Media activities (including, but not limited to, those supporting Skipton Town Council, Skipton Market, Skipton Christmas Market and Visit Skipton).
 - To arrange and co-ordinate Social Media activities for any ad-hoc events, festivals or other Town Council activities as appropriate.
 - To monitor for any unauthorised or inappropriate activity or posting on any Council supported Website or Social Media outlet and to take any appropriate corrective action.
- Town Twinning**
- To assist in the development of town twinning and to organise events and visits as appropriate.

Enhancement of Town Centre Environment

- To identify and deliver any appropriate enhancements to the Town Centre environment including, but not limited to, the provision of Christmas Lights, banners, flags, bunting and other promotional resources.
- To develop and maintain positive working relationships with Town Centre businesses and other Town Centre users in connection with the Council's events, tourism and promotional activities.

Community Liaison

- To oversee the operation of the Town Centre Ambassador Scheme and to supervise the work of the Tourism & Community Liaison Officer and volunteer ambassadors.
- To ensure that the Council, via the Town Centre Ambassador Scheme, maintains effective lines of communication with other authorities, emergency services and other partner organisations in the reporting of any matters identified as a result of the Scheme.
- To ensure that the Council supports and promotes the Business Crime Reduction Partnership.

Emergency Planning

- To assist the Council in delivering any Emergency Planning support in line with approved policy and agreed protocols.
- To liaise with other local authorities, emergency services and other partner organisations as appropriate.

Budget Setting & Monitoring

- To produce an annual budget proposal, covering all Events, Tourism and associated functions, for submission to the Chief Officer and the Council's Public Services Committee for consideration.
- To monitor spending, on all Events, Tourism and associated functions, against the approved budget and to discuss with the Chief Officer as required.

Contract Management & Council Assets

- To prepare orders, specifications and contracts, as appropriate and with clerical support from the Administration and Finance team, relating to any outsourced activities within the Events & Tourism function.
- To assess quotations and tenders received from contractors and other suppliers in accordance with the Council's procurement procedures.
- To manage any outsourced activities within the Events & Tourism function to ensure compliance with the agreed terms and conditions.
- To liaise with the Administration & Finance team to ensure that the Council's Asset Register is maintained and updated
- To ensure that the Council's assets are properly managed and to liaise with the Finance Officer to ensure they are adequately insured.
- To ensure that the adequacy of the Council's assets are regularly reviewed against operational needs.

Grant and External Funding

- To work with the Chief Officer in identifying any potential sources of grant or other external funding to enhance Skipton's Town Centre offer.
- To assist in compiling funding applications to external organisations, including, but not limited to, the Skipton Business Improvement District.

General Duties:

- To undertake such other duties and responsibilities as may be reasonably required, and which are consistent with the general level of responsibility of this role and the needs of the Council.
- To attend meetings of the Council and its Committees as appropriate.
- To convene or attend meetings, as appropriate, within the Town Centre and local community, to help promote partnership working and effective communications.
- To prepare and produce reports and associated supporting materials for Council meetings.
- To maintain personal and professional development to meet the changing demands of the job, and to participate in appropriate training activities.
- To establish and maintain effective working relationships within and outside the organisation.
- To uphold the Council's core policies and procedures.

Contacts

The post-holder will be required to present an appropriate, positive, image of the Town Council, dealing with all contacts in a professional and respectful manner.

Internal Contacts: Councillors, Members of the Council's Management Team,

Other members of Town Council staff.

External Contacts: Contractors, Suppliers, Representatives of Partner Organisations and other Local Authorities, Representatives of Industry Bodies, Members of the Public

Notes

The Town Council reserves the right to alter the content of this Job Description, after consultation, to reflect changes to the job or services provided, without altering the general character or level of responsibility. The post will include some evening, weekend and Bank Holiday work.

The postholder will be required to undertake appropriate training in connection with any aspect of the role.