

Job Description

Hereford City Events Assistant

Salary £6.05 per hour (subject to review of National Minimum Wage in April 2012)

Temporary contract 1 April 2012 to 28 February 2013

Office base: Hereford Town Hall

Line management: City Council Clerk / Hereford City Events Manager

Purpose of Role

To assist in establishing Hereford as a thriving city centre, ensuring that visitors and local people have a quality experience and that the economic vitality of the city is supported.

Main responsibilities

1. To work with colleagues and partners to support the delivery of an annual programme of events that attracts visitors and local people to the city, and extends their visit.
2. Promote the assets and distinctiveness of the city through marketing campaigns using local, regional and national media.
3. To submit funding applications and raise income through sponsorship and events to contribute to the wider development of Hereford City Centre.
4. To support in communication of activities taking place in the city centre, updating the general public and businesses as to progress of major schemes.

Activity

1. To organise a series of events from conception to delivery and evaluation, making use of holiday periods, national campaigns and seasonal programmes.
2. To produce press releases and media features to promote the positive aspects of the city, including working with key organisations to promote the city within the wider promotion of the county.
3. To link and support where relevant projects and organisations that promote the economic vitality of the Hereford economy.
4. Prepare sponsorship packages and attract investment from local firms.

5. Design projects to submit for external funding from a range of organisations.
 6. Be involved and devise projects that support culture and leisure activity which also make the most of current activities and facilities.
 7. To produce newsletters, briefing sheets and press releases to keep members of the public, businesses, partners and councillors updated as to development in the city.
 8. Produce regular reports on the progress of the work programme.
 9. Conduct any other duties relevant to the post as directed.
-

Person Specification

Hereford City Events Assistant

Assessment method: C: curriculum vitae; I: interview; P: presentation

Essential Experience	Assessment method
Recent experience of city centre or town centre event management.	C; I; P
Working with external groups and organisations.	C; I
Formulation of effective partnership and joint working.	C; I
Experience of organising events.	C; I
Project management/ co-ordination experience	C; I
Experience of operating within budgets.	C
Word processing and IT programmes.	C
Evidence of raising external funding	C; I
Be creative in terms of planning and development	I; P
Ability to work under pressure meeting deadlines	I
Be able to work as a team and lead others.	I
Production of written reports to a high level of accuracy and competence.	C
Ability to give verbal reports and presentations.	C; P

Be a self motivator and use your own initiative.	I
High level of communication skills and the ability to communicate effectively with a range of partners.	I
Ability to work with local political and community groups, leaders and diverse individuals	I
Qualifications	
Good standard of GCSEs, specifically in English and Maths.	C
Possession of, or study towards, appropriate degree or professional qualification	C

17 January 2012

Please send CV to:

Mr S Kerry
The Town Clerk
Hereford City Council
The Town Hall
Hereford
HR1 2PJ

Email: clerk@herefordcitycouncil.gov.uk

To arrive no later than noon on Friday, 27 January 2012

**Interviews will take place during the week commencing
Monday, 6 February 2012**