

Job description

Events Co-Ordinator – Maternity Cover

LOCATION

Holkham, Norfolk, NR23 1AB

The Holkham Estate

Our vision is to be the UK's most pioneering and sustainable rural estate.

The Holkham Estate extends over 25,000 acres. The land and property-based activities include residential and commercial lettings, property development, arable and vegetable farming, forestry, country sports, an inn, holiday parks, beaches, car parks, admissions, cafes, shops, concerts, and events.

Holkham Enterprises is the business entity that is responsible for all day visitor-related activity and income is derived from 4 car parks, 3 cafés, admissions to the Hall and 'Holkham Stories' experience, a gift shop, a 6.5-acre Walled Garden and an extensive education and events programme.

Overall job purpose

North Norfolk is as a major UK tourist destination and over one million people visit the Park, Nature Reserve, Hall and Beaches at Holkham each year. Our visitor businesses are responsible for generating significant income from a large number of visitors within the Hall, Park and Beaches. Visitor numbers vary and during special events or on peak days, there can be a large number of visitors arrive within a short time period or within a concentrated area.

The Events Co-Ordinator shares responsibility for planning and delivering a range of events that form part of the annual Holkham event calendar. They will work alongside the Events Manager and the Learning and Engagement Team to develop, plan and deliver events within budget. Both the Events Manager and Events Co-Ordinator will be the Event Lead for key events at Holkham and will work together on large-scale events alongside the Car Park Manager and supported by the Visitor Operations Manager (to whom they report).

The Events Co-Ordinator will have Duty Management responsibility at least 1 day per week. Weekend working will be required as part of the Duty Management and Events rota. The

appointed Duty Manager (DM) is the daily main point of contact for other managers or supervisors or team members who need assistance with a variety of routine, operational matters.

Weekend and Bank Holiday working will be required.

This role is a fantastic combination of planning and operational delivery working within a motivated, experienced and capable team.

Job description

The following is intended to provide guidance as to duties but is not exhaustive.

- Work with the Events Manager and Events Leads to review the previous year's programme ready to develop the plan for the following year. Liaise with the Events Manager, Event Leads and other team members on ideas/options for the forthcoming year.
- Create a yearly events programme with Events Manager and Event Leads to develop a cohesive programme that meets our strategy and target audiences.
- Work as shared Event Lead with the Learning and Engagement Co-ordinators on school holiday family programming to continue to build on our strategy (location, narrative, pricing, costs and profit model).
- Work with Visitor Experience Manager, Events Manager and Event Leads on ticket sales analysis so that additional marketing can be implemented to support maximum ticket sales.
- Work with the Events Manager and Events Leads to assess performance of Events so that both financial performance and visitor engagement can be measured.
- Fulfil the role of Event Lead on a range of events as agreed with the Events Manager and Visitor Operations Manager. This will include large scale, national, partner events and all the associated event planning required for large scale events including liaison with the Car Parking and Visitor Experience Managers.
- Have Duty Management responsibilities ensuring that you go and see teams to provide support and a better understanding of our visitor offer across Holkham Enterprises.
- Develop relationships with event partners and look for opportunities to grow and develop new partnerships including preparing partnership contracts and assisting partners with preparing for the Safety Advisory Group and producing their Event Management Plan.
- Research opportunities to diversify our audience, engage with visitors and understand new and emerging trends that are relevant for the Holkham brand. Review the event industry for new ideas, concepts and opportunities.

Event Lead Responsibilities

- Complete the Event Form working with the marketing team at the planning stage so events can be effectively marketed within a seasonal or specialised campaigns and to gain their advice on the target audience, brand and their professional feedback at an early stage.
- Complete the Event Management Plan (if required)
- Manage the budget including the financial performance of the event
- Work with the Visitor Services Manager and marketing team on pricing and ticketing
- Co-ordinate site logistics and contractor briefings, and supporting external event organisers and clients.
- Provide information about the availability of spaces, quotes, and carry out site visits.

- Inspect sites before their occupation, formally handing over sites to event organisers, regular checks of works on the sites before, during and after events, and formally accepting sites back from organisers on completion of the event.
- Assisting with the physical set up and dismantling of events, including the management of contractors and suppliers and the distribution and return of events equipment / stores and vehicles as required.
- Review customer feedback to continually improve our offer going forward.

Duty Management

This role is part of the Enterprises Duty Management team. You work as DM at least 1 day per week. This includes briefing the teams on site, checking in with teams, responding to radio calls for assistance, co-ordination of emergency response, First Aid, monitor weather against our high winds policy and any providing any other management support required (either to teams whose managers are not on site or for a larger incident that requires more than more manager to resolve).

Recruitment Criteria

- Experience of working within visitor experience, events or operations.
- Excellent planning skills to enable the development of a co-ordinated programme and the planning and delivery of events.
- Strong influencing skills and ideally experience of working with contractors/external partners.
- Ability to develop and maintain strong working relationships (internally and externally).
- Enjoy working collaboratively with others.
- Experience of co-ordinating others to deliver an objective.
- Excellent attention to detail, administrative and IT skills.
- Excellent interpersonal skills including written communication skills.
- Ability to work under pressure.
- A positive approach to resolving problems with strong operational skills.
- A practical understanding of what is required to deliver events – set up, break down – responding to the usual operational issues.
- Ability to work flexibly to deliver objectives.
- Consistently demonstrate the 5 Holkham Behaviours.

A full UK driving licence will be required.

Weekend and bank holiday working are required. In addition, evening working is required during our Christmas operations.

Please note that due to the responsibilities of this role there is a requirement to be fully on-site at Holkham.

End.