**Manchester City Council**

**Role Profile**

**Venue Hire and Marketing Coordinator, Grade 6**

**Parks Service, Neighbourhoods Directorate**

**Reports to: Visitor Experience Lead**

**Job Family: Corporate Organisational Support**

**Key Role Descriptors**

Working within a support service or Centre of Excellence, the role holder will provide high-quality information and advice to enable the delivery of service and organisational objectives through the delivery of assigned work packages and projects.

**Key Role Accountabilities:**

Effective delivery of assigned work packages to ensure achievement of service objectives, to support the effective decision making processes of the Council and to enable it to meet its legal obligations.

Ensure that work packages delivered are in line with organisational direction of travel and agreed policies / procedures, including consideration of Public Service Reform principles.

Provide robust and effective analysis of information in, using outputs to inform work packages and advise client services.

Work collaboratively across the wider Council, providing specialist advice, information, support and challenge to support client services to meet the objectives outlined in business plans and the effective delivery of organisational objectives.

Proactively assist the monitoring and review processes and procedures to ensure that key performance indicators are met and implement strategies and procedures to continually enhance the service.

Provide advice and guidance to colleagues across the organisation in area of specialism.

Roles at this level may be required to undertake management duties, either through direct line management of a team (including appraisals, performance management and other duties) or through matrix management of a virtual team of officers.

Personal commitment to continuous self development and service improvement.

Through personal example, open commitment and clear action, ensure diversity is positively valued, resulting in equal access and treatment in employment, service delivery and communications.

**Where the roleholder is disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the role. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.**

**Parks,** **Leisure and Events Service**

The Parks, Leisure and Events Service, sits within The Neighbourhoods Service, Neighbourhoods Directorate and is responsible for delivering excellence across the City’s Parks and Greenspaces, providing access to high quality leisure and sport facilities as well as a range of world class sporting and cultural events.

Manchester boasts over 140 parks and open spaces, 43 allotment sites and three river valleys across the City.  As a team, we are responsible for the overall strategy for our parks and green spaces, which is designed to improve standards and further develop their potential for our residents and so enhance their local area as a place where people want to live, work and spend their leisure time.

The team work closely with a range of other areas of the organisation, to deliver and maintain consistently high standards across the city and to ensure that community groups are activated to fully utilise our parks and open spaces.

We also work with the central Commercial and Events teams to drive forward plans to create a more sustainable business model for our parks and green spaces by raising income and maximising commercial opportunities. In addition, we work extensively with Friends groups and other voluntary organisations, to explore and develop opportunities for closer collaboration and partnership working.

**Manchester's Park Strategy 2017-2027**

In December 2017 a ten year strategy for Manchester’s Parks was launched to guide their investment, upkeep and activation.  It sets out the vision, key themes and actions that are needed to ensure parks and green spaces can continue to serve the needs of communities across the city, providing popular and attractive open spaces for play, sport and informal recreation.

There was an overwhelming response to the consultation undertaken as part of the Park Strategy which confirmed that Parks are a high priority for our residents.  There were three themes that were repeated throughout the park strategy consultation, that will be our focus moving forward:

* Communication - proactively sharing information, having regular conversations, and ensuring the information available online and through social media is of a good quality and accessible.
* Enabling - supporting our residents and stakeholders to deliver shared goals.
* Clean, green and safe - providing Parks and open spaces that are of a high quality and that people feel safe to use.
* Commercial - maximise opportunities to generate income, building on existing good practice, and in turn support the delivery of a good visitor experience.

The Park Strategy concentrates our future actions around four themes:

* Parks at the heart of Neighbourhoods - this is about what there is and where it is, ensuring every community is provided for.
* Vibrant parks, vibrant communities - this is about what will happen in our parks.
* A Manchester quality standard - this is about looking after our parks.
* Productive parks in partnership - this is about the resources needed to make the vision a reality.

The Parks Team need to deal with the challenges of today, whilst ensuring that the foundations are being laid to deliver the actions of the ten year strategy.

**The Heaton Park Team**

You will be part of the team that is responsible for the operation of Heaton Park and the delivery of various plans and programmes that seeks to make Heaton Park one of the best visitor destinations in the Northwest.

This team works closely with the Parks Strategy Team and Project Team to deliver new opportunities for an enhanced visitor experience which have a good rate of return on investment.  There is a strong commercial drive at Heaton Park which through the delivery of major events, creative and exciting engagement activities and a multitude of trading contracts, rely heavily on a good quality of estate management.

This role will be part of the Visitor Experience Team at Heaton Park who are responsible for the delivery of events, venue hire, visitor engagement, volunteering and education programmes.

**Venue Hire and Marketing Coordinator**

This role will be responsible for the planning, coordination and operational delivery of a varied programme of event activations across Heaton Park.

They will:

* Coordinate and deliver a full and varied range of commercially viable and high-quality external event bookings, filming and photography requests and brand activations across the site.
* Work in partnership with external organisations to ensure our event calendar offers value to both participants and the park.
* Work in partnership with the Visitor Experience Team to ensure a cohesive and high-quality visitor journey within the park during all periods with event bookings which are open to the public.
* Work collaboratively and in partnership with the Heaton Park team, the Parks Service, MCC Events Team, Heaton Park stakeholders and external organisations.
* Create, coordinate and deliver all marketing and visitor communication for Heaton Park. This will include working across a variety of mediums including press, social media, website and printed assets.

**Key Behaviours, Skills and Technical Requirements**

**Our Manchester Behaviours**

* We are proud and passionate about Manchester
* We take time to listen and understand
* We ‘own it’ and we’re not afraid to try new things
* We work together and trust each other
* We show that we value our differences and treat people fairly

**Generic Skills**

* **Communication:** Demonstrates an understanding of the views of others and communicates in a realistic and practical manner using appropriate language and medium, listens attentively to views and issues of others and responds to issues arising.
* **Analytical:** Able and confident to resolve moderately complicated queries in their area of knowledge using logical thinking to explain reasoning behind decisions or actions taken.
* **Planning and Organisation:** Demonstrate the ability to organize multiple tasks in the most effective way, and allocate time and energy according to task complexity and priority
* **Problem Solving and Decision Making:** Is able to make effective decisions on a day-to-day basis, taking ownership of decisions, demonstrating sound judgement in escalating issues where necessary. Be logical in thinking and explain reasoning behind decisions or actions taken
* **Creative:** Ability tothink creatively and provide innovative solutions to problems. Has ability to develop new approaches to finding solutions outside of existing parameters.
* **Commissioning:** Good partner relations skills: enquiry response; feedback evaluation; website management; performance advice; data quality assurance
* **Financial Management:** Numeracy and accuracy skills to handle numbers confidently, collate information and keep accurate and reliable records to help with the monitoring and reviewing of financial resources.
* **People Management:** Ability to organise own and others activities with an ability to carry out operational planning for a specific service area.

**Technical Requirements (Role Specific)**

* Must be willing to apply for an Enhanced DBS check.
* Have the flexibility to work unsocial hours, including events and weekends, to meet the needs of the service which attracts a 6.7% flexibility payment.