**Manchester City Council**

**Role Profile**

**Venue Hire and Marketing Assistant, Grade 4**

**Parks Service, Neighbourhoods Directorate**

**Reports to: Venue Hire and Marketing Coordinator**  
**Job Family: Corporate Organisational Support**

**Key Role Descriptors:**

The role holder will provide high quality, customer focused, flexible and timely support to contribute to the achievement of service objectives.

The role holder will, through communication with various stakeholders, promote a professional service for Manchester City Council working in line with the authority’s priorities.

**Key Role Accountabilities:**

Work effectively as part of the team to provide a high-quality service to support the delivery of services within the organisation.

Adopt best practice in corporate support activities and customer service standards to meet and improve performance and outcomes for the service in line with objectives and key performance indicators.

Respond appropriately to all enquiries, dealing with requests for information in a timely manner, and liaising with senior officers where appropriate. This will include dealing with enquiries from a range of customers, both internal and external.

Contribute to the development and improvement of management information systems identifying areas for improved efficiency and added value to support the service.

Update service information systems regularly to ensure all information is current and relevant.

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 Assistant**

This role will support the planning and operational delivery of a varied programme of event activations across Heaton Park.

They will:

* Support the Venue Hire and Marketing Coordinator to 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 internal stakeholders and external organisations to ensure all documentation is received and approved in line with our procedures and in good time prior to the start of all activity.
* Support the Venue Hire and Marketing Coordinator with marketing Heaton Park, including working with social media or supporting press or web-based campaigns.

**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:** Good literacy and numeracy skills to undertake calculations and produce letters and other documentation.
* **Analytical:** Able to identify potential problems or errors when considering responses to situations or probe to establish the true position before considering action or advice.
* **Planning and Organisation:** Provides work on time and to required standard and is capable of prioritising own workload in order to meet deadlines.
* **Problem Solving and Decision Making:** Ability to interpret basic rules and guidelines in order to resolve queries.
* **Administrative:** Ability to use and accurately maintain effective administration systems in a rapidly changing environment.
* **Financial:** Numeracy and accuracy skills to collate information and keep accurate and reliable records to help with the monitoring and reviewing of financial resources and monitoring procedures.
* **ICT:** Ability to use multiple applications, systems and associated software packages.

**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.