

## HAYLE TOWN COUNCIL



### Person Specification for Events Officer

	Essential	Desirable
<b>Educational Qualifications</b>	<ul style="list-style-type: none"><li>• “A” Levels or NVQ Level 3 as a minimum</li></ul>	<ul style="list-style-type: none"><li>• Educated to degree level in a recognised event management qualification.</li><li>• Willingness to attend further training</li><li>• First Aid qualification and DBS checked</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• A minimum of 2 years’ practical experience of organising events.</li><li>• Proven experience in an Events or promotional a role, ideally within the public sector or a community-focused organisation</li><li>• Experience of managing event budgets.</li><li>• Experience of event safety management procedures.</li><li>• Experience of income generation from event activity.</li></ul>	<ul style="list-style-type: none"><li>• Experience working with the different tiers of local government or third sector</li><li>• Experience of providing reports to senior management.</li><li>• Experience of using proactive engagement techniques</li><li>• First Aid Trained and DBS checked.</li></ul>

	<ul style="list-style-type: none"> <li>• Experience with digital platforms, including social media, websites, and email newsletters</li> <li>• Experience with automated mailing systems, e.g. Mailchimp (or similar)</li> </ul>	
<b>Communication Skills</b>	<ul style="list-style-type: none"> <li>• Strong skills in developing (and promoting events through) social media channels</li> <li>• High level of creativity with the ability to produce visually appealing content</li> <li>• Outstanding written and oral communication skills</li> <li>• Implementation of event plans</li> <li>• Ability to develop good working relationships</li> <li>• Experience of using IT to produce and share information</li> <li>• Strong organisation and prioritization skills including ability to manage own workload and use initiative.</li> <li>• Multitasking</li> </ul>	
<b>Information Technology and Relevant Knowledge</b>	<ul style="list-style-type: none"> <li>• Good typing and word processing skills</li> <li>• Excellent general IT Literacy including use of internet and Microsoft Office: Word, Excel, PowerPoint, Access, Outlook and Website Maintenance Knowledge of Word Press</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness of the role of the Town Council and the local government environment</li> <li>• Knowledge of SEO and Google Analytics</li> <li>• Knowledge of social media analytics</li> </ul>

	<ul style="list-style-type: none"> <li>• Designing graphics for digital platforms and for print (Adobe and/or Canva)</li> <li>• Ability to use effectively; all forms of social media</li> <li>• Knowledge of Event Safety Management including Martyns Law, Road Closures and Purple Guide procedures.</li> <li>• GDPR regulations</li> </ul>	
<b>Meetings</b>	<ul style="list-style-type: none"> <li>• Willingness to attend evening meetings when required</li> </ul>	<ul style="list-style-type: none"> <li>• Practical experience of committees and minute and report writing</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Shows integrity</li> <li>• Enthusiastic</li> <li>• Confident, reliable and punctual, high level of self-motivation</li> <li>• Solutions-focussed approach</li> <li>• Creative and innovative</li> <li>• Meticulous attention to detail, ensuring accuracy and consistency in all event promotional</li> <li>• Ability to work collaboratively and flexibly as part of a team</li> <li>• Ability to deal with people, including the public and work colleagues in a professional, friendly and helpful manner</li> <li>• Ability to remain calm in challenging situations</li> </ul>	<ul style="list-style-type: none"> <li>• Full driving licence and use of own vehicle</li> </ul>

	<ul style="list-style-type: none"><li>• Resourceful and creative individual who can operate in a challenging environment</li><li>• Strong interpersonal skills with the ability to build and maintain relationships with community stakeholders, media and colleagues</li><li>• Flexible and adaptable to changing circumstances</li><li>• A flexible approach to working weekends and evenings to coincide with events or meetings</li><li>• Commitment to quality service delivery</li><li>• Trustworthy with confidential information</li></ul>	
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