

## **JOB DESCRIPTION**

**JOB TITLE: Head of Major Events - Delivery**

**GRADE: GR7** *(consultation grade - subject to formal evaluation under the Pay Equity Review)*

**JOB NO: A10236**

**DIVISION: Neighborhoods**

**NO OF POSTS: 1**

**SECTION: Events**

POST REQUIRES POLICE / CRIMINAL RECORDS BUREAU CLEARANCE: YES/NO

### **1.0 JOB PURPOSE**

- 1.1 To plan, manage and evaluate a wide ranging and distinctive major events programme, ensuring purpose and impacts specified in the 2022-32 Major Sporting Events Strategy are met.
- 1.2 To ensure cultural development and sporting outreach programmes are included in event planning to secure a sustainable legacy from hosting events.
- 1.3 To support the implementation and ongoing development of the Major Sporting Events Strategy by operationally delivering major events to a world class standard
- 1.4 Ensuring that the financial opportunities for all events are secured encouraging a culture of income generation, securing government grants and private sponsorship amongst all those concerned with the staging of events whether within or external to the council.
- 1.5 To have overall responsibility for delivering every element of the major sporting events programme to the highest standards of public safety and environmental responsibility, in close liaison with all the servicing and emergency organisations involved.
- 1.6 To undertake, as appropriate, the Championship Director role in Major Sporting Events
- 1.7 To drive excellence in the delivery of sporting events
- 1.8 Reviewing event delivery models to ensure that both efficiency and effectiveness in bid preparation and event deliver is achieved
- 1.9 Lead on the development of business and major event ecosystems ensuring that interaction with contractors, suppliers, event workforce and volunteers

- 1.10 Maximising the impact of Major Events on our neighbourhoods and citizens both at the time and legacy post games.
- 1.11 Leading on Event Impact Modelling and City Wide Engagement
- Badminton - All England Badminton Championships
  - Athletics - Indoor, Outdoor, Euro's
  - Basketball - BBL
  - Cricket - Ashes Series
  - World Blind Games
  - World Trampolining and Tumbling
- 1.7 To be responsible for the management and coordination of an international Sports Programme, in conjunction with various partners to deliver a high quality sports service to Birmingham and to maintain Birmingham's prominence as an International City of Sport

## **2.0 DUTIES AND RESPONSIBILITIES**

- 2.1 To be responsible for planning, managing and developing a broad-based and lively international and major sporting events programme, ensuring that the programming delivers on the requirements in the Major Sporting Events Strategy.
- 2.2 To actively participate in the production and implementation of a strategic framework to define the aims, definition and criteria for support by the City Council for events.
- 2.3 To be responsible for the content, management and practical delivery of the international and major sporting events programme ensuring that resources allocated – including finance, staff time, venues and equipment – are fully quantified and transparent.
- 2.4 To be responsible for the management of human and financial resources within the section, including the achievement of resource targets.
- 2.5 To be responsible for all the necessary relationships with technical, emergency and support services required in staging sporting events based on a high level, and a broad range, of technical and operational experience of managing events on all scales.
- 2.6 To be responsible for complete compliance with all the relevant legal and regulatory requirements and codes of practice relating to public safety and environmental responsibility; to maintain a comprehensive, detailed working knowledge and understanding of all relevant guidelines, codes of practice and legal issues and to ensure the highest safety standards throughout the international and major events programme.
- 2.7 To develop co-production and collaborative relationships with key NGBs, UK Sport, DCMS etc.

- 2.8 To ensure consistency in the co-ordination of the overall events programme, the programme for individual major events and of services to individual events.
- 2.9 To actively participate in the Major Sporting Events Leadership group ensuring all parties benefit from shared learning and innovation.
- 2.10 To ensure, in discussion with appropriate colleagues, that the sporting events programme is promoted effectively to the public, to elected members and to the media, liaising as necessary with other staff inside and outside the City Council.
- 2.11 To manage the Sports Events portfolio effectively, having particular regard to workloads and to identifying alternative ways of staffing the programme, as required.
- 2.12 To identify and address the individual training and development needs of team members, including review of individual performance, and to establish/maintain good managerial practice and communications within the section.
- 2.13 To support other related council wide initiatives and represent the Directorate at a range of local, regional and national levels.
- 2.14 To prepare and present reports and briefing papers as required.
- 2.15 To proactively support and implement the core values of the City Council.
- 2.16 To assume other associated duties and responsibilities as may arise from time to time and as directed by the Assistant Director for Neighbourhoods.

**OBSERVANCE OF THE CITY COUNCIL'S EQUAL OPPORTUNITIES POLICY WILL BE REQUIRED**

**3.0 SUPERVISION RECEIVED**

3.1 SUPERVISING OFFICER JOB TITLE: Assistant Director – Neighbourhoods

JOB NO:

3.2 LEVEL OF SUPERVISION

3. Plan own work to ensure the meeting of defined objectives.

**4.0 SUPERVISION GIVEN** (excludes those who are INDIRECTLY supervised i.e. through others)

POST TITLE	GRADE	NO OF POSTS	LEVEL OF SUPERVISION*
When in event delivery mode as Championship Director this post will have up to 50 posts reporting into it	Grade 6 and below		

Sports Events Manager	5	1	
Indirect management of Events Officers	4	1.5	

\*Use 1,2 or 3 as in 3.2

## **5.0 SPECIAL CONDITIONS**

The duties of the position will be carried out on such days and at such times as may be most effective in respect of the task in hand. This will inevitably require working during the evenings, weekends and over Bank Holidays.

Required to have own motor vehicle available for which an appropriate allowance will be paid.

## **6.0 EQUAL OPPORTUNITIES IN EMPLOYMENT POLICY STATEMENT**

Birmingham City Council will ensure that all existing and potential employees receive equal consideration, and is committed to the elimination of unlawful or unfair discrimination on the grounds of gender, race, disability, colour, ethnic and national origin, nationality, sexuality, marital status, responsibility for dependants, religion, trade union activity and age (up to 65).

It is the intention of the City Council that its workforce, at all levels, should reflect the composition of the City's population. To achieve this, the Council will take active and positive steps to eliminate discrimination, reduce the effects of past discrimination and to promote equality in employment.

## PERSON SPECIFICATION

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**GRADE: GR 7** *(consultation grade - subject to formal evaluation under the Pay Equity Review)*

**DIVISION: Neighborhoods**

**SECTION: Events**

**Method of Assessment (M.O.A.)**

**AF = Application Form    I = Interview    T = Test    P = Presentation**

CRITERIA	ESSENTIAL	M.O.A.
<p><b>EXPERIENCE</b> (Relevant work and other experience)</p>	<ul style="list-style-type: none"> <li>• Experience of being a Championship Director for a Major Event</li> </ul>	AF/I
	<ul style="list-style-type: none"> <li>• Management experience at a senior level within an events field</li> </ul>	AF/I
	<ul style="list-style-type: none"> <li>• Experience of managing financial resources and associated budget, performance and monitoring procedures.</li> </ul>	AF/I
	<ul style="list-style-type: none"> <li>• Experience of policy making and strategic planning.</li> </ul>	AF
	<ul style="list-style-type: none"> <li>• Successful track record in event organization/management.</li> </ul>	AF
	<ul style="list-style-type: none"> <li>• Knowledge of current Health and Safety legislation relating to the staging of events.</li> </ul>	AF/I
	<ul style="list-style-type: none"> <li>• Experience of developing and delivering a diverse range of events.</li> </ul>	AF
	<ul style="list-style-type: none"> <li>• Experience of partnership working with local sporting groups to deliver event outcomes.</li> </ul>	AF/I
	<ul style="list-style-type: none"> <li>• Successful track record in securing funding to successfully deliver sporting events.</li> </ul>	AF/I
	<ul style="list-style-type: none"> <li>• Knowledge/experience of local government structure.</li> </ul>	AF
<ul style="list-style-type: none"> <li>• Demonstrate a clear understanding of Best</li> </ul>	AF/I	

	<ul style="list-style-type: none"> <li>Value in terms of Local Government and its application to the voluntary sector.</li> <li>Experience of managing large projects/events</li> </ul>	AF
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>Excellent interpersonal skills, ability to communicate with and motive a wide range of people</li> <li>Experience of managing a large and diverse team successfully.</li> <li>Excellent negotiating skills.</li> <li>Excellent organisational skills and a proven track record in meeting tight deadlines for complex projects.</li> <li>Computer literacy.</li> <li>Ability to build partnerships with a wide range of organisations and individuals.</li> <li>Knowledge of and experience of developing equal opportunities.</li> <li>Ability to work on a variety of work programmes at the same time to deliver a successful programme of events.</li> </ul>	AF/I AF/I AF/I AF/I AF AF/I AF/I AF/I
<b>TRAINING</b>		
<b>EDUCATION/ QUALIFICATIONS</b> (NB Full regard must be given to overseas qualifications)	<ul style="list-style-type: none"> <li>Demonstrate continuing personal development</li> </ul>	AF
<b>OTHER</b>		

**ALL STAFF ARE EXPECTED TO BE COMMITTED TO THE CITY COUNCIL'S  
EQUAL OPPORTUNITY POLICY**

AGREED BY

DATE