



Great building, Great events

We are looking to make an appointment to the following position:

Event Producer – Heritage Open Days
c. £28,000 - £30,000 per annum

INFORMATION PACK

The Forum Trust Limited
The Forum, Millennium Plain
Norwich NR2 1TF

Telephone: (01603) 727950
Web: theforumnorwich.co.uk

CONTENTS

- 1. COMPANY OVERVIEW**
- 2. JOB DESCRIPTION**
- 3. MAIN TERMS AND CONDITIONS**
- 4. APPLICATION PROCESS**

COMPANY OVERVIEW

The Forum is managed by The Forum Trust, an independent, self-financing charity. We have a broad brief which emphasises lifelong learning, and includes celebrating technology, discovery, history, heritage, creativity and culture.

We are responsible for the main Forum building, 2 Millennium Plain, and the outside spaces in front of The Forum. We manage a large underground car park and are landlords to a range of tenants including BBC East and Radio Norfolk, Pizza Express and Café Bar Marzano, Citizens Advice Bureau, the Tourist Information Centre and the Millennium Library.

This business model enables the Trust to support the management and maintenance of the building and provides an opportunity to create and deliver a diverse and varied programme of community events and activities, most of them free of charge, for people of all ages to enjoy.

Recent projects and partnership events include: the Norwich Science Festival; Run Norwich; Makers' Month; the Norwich Games Festival and Heritage Open Days.

We could not achieve any of this on our own and the success and popularity of The Forum is the result of working with a wide range of partners.

Further information about the building's facilities and the events that can be enjoyed here can be found on our website: www.theforumnorwich.co.uk.

The Forum has a team of approximately 30 permanent staff, and we also employ a team of casual staff to help us deliver events and public activities.

JOB DESCRIPTION

POST: Event Producer - Heritage Open Days

This is a permanent position, full time for 37.5 hours per week, but flexible working arrangements will be considered around the needs of project delivery in the build up to the events and across the HODS weekends.

Additional hours will be needed during those peak periods, for which time off in lieu will be given immediately after the project finishes. The nature of this project working lends itself to a more flexible approach and flexible working, a fixed term contract or other arrangement will be considered for the appropriate candidate. We would consider adjusting the workload and the detail of the job description to fit around a tailored version of term-time or part-year working.

Level of Supervision

The post holder will manage their own workload, reporting to the Head of Public Facing Activity.

Key Activities:

To manage and develop the delivery of a wide programme of events for Heritage Open Days (HODs) festival in Norwich and Norfolk, working with event organisers, partners, venues, volunteers, to continually improve and develop the offer.

To support other Forum Trust activities and events throughout the year.

Organisation and Development of Events

- Be the 'single point of contact' for Heritage Open Days and associated heritage and local history events.
- Develop a detailed knowledge of all events and activity delivered as part of HODs.
- Support event organisers with arrangements and planning for the various events to ensure they run smoothly.
- Establish and manage effective administrative systems for event registration including ticketing arrangements, working with the Tourist Information Centre and others to promote the event booking system and support event organisers and the public.
- Establish format, systems and processes to achieve high quality and successfully delivered events.
- Identify innovative and unique new events and activities to complement and extend the existing HODs offer, and keep the programme fresh and ever-changing.
- Identify potential key venues, and potential new events, identifying and working with event organisers to make these ideas a reality.
- Explore potential sources of funding to support and develop other Forum projects and events, and develop and support funding applications as appropriate.

Audience Development

- Work with the Marketing team and external agencies as appropriate to create and coordinate the promotion and marketing of HODs and related events and activity, including the production and distribution of a full colour brochure.
- Actively promote Heritage Open Days, and other heritage events throughout the year, building the brand locally and encouraging new audiences.
- Identify newsworthy stories, relevant promotional PR and marketing opportunities and social media campaigns to ensure that HODs reaches a wide audience.
- Identify and manage relationships with key partner organisations such as the Norwich BID for example, to support and promote HODs and other events in the Forum programme.
- Take responsibility for the evaluation of Heritage Open Days against agreed aims and objectives, establishing success criteria, and collecting feedback and information from visitors, event organisers and non-visitors to help inform future planning and development.
- Assist and contribute to the planning and development of future events as appropriate.

- Identify new audiences and under-represented areas of the community and create new projects and events to attract these audiences.

Internal and External Stakeholder Relations

- Proactively support and assist with other events and activities created or supported by The Forum as appropriate.
- Establish and nurture excellent relationships with external event organisers, partner organisations, suppliers and the general public, working with them and supporting them as needed.
- Build and maintain good working relationships with other event organisers around Norwich and Norfolk, and arrange networking events as appropriate.
- Collaborate with partners and coordinating local authorities and agencies across Norfolk and Norwich, supporting them as needed.
- Liaise with and foster relationships between event partners and sponsors as appropriate.
- Act as the main point of contact for the national Heritage Open Days office (currently the National Trust), and play an active role in contributing to future planning opportunities.
- Explore and pursue funding opportunities, working with relevant members of the Forum Team to apply for funding or sponsorship.
- Work with learning providers and partners to find ways of engaging schools and youth groups in Heritage Open Days and other Forum events.

Other

- Establish and manage a pool of volunteers, stewards and interns, both during the preparation period and during the events.
- Set up and manage events budgets, helping to identify possible sources of supporting income or advertising revenue.
- Manage expenditure on grant funded projects, controlling budgets, and reporting expenditure and project activity in accordance with the requirements of external funders as appropriate.
- Attend external meetings as appropriate, including the National HODs organiser panel in London, and represent The Forum beyond the organisation as required.
- Promote a positive view of the Forum, its tenants and The Forum Trust including agreed, appropriate Social media activity within our clear guidelines.
- Develop and write fundraising bids for other Forum Trust activity.
- Work as a member of the Forum Trust events team to deliver other events and projects throughout the year.
- Undertake such other duties as requested, assigned and delegated, commensurate with the skills and competence of the appointed person and the level of salary paid and which are at a broadly similar level of responsibility.

PERSON SPECIFICATION

	Essential	Desirable
Qualifications	5 GCSEs A-C or equivalent including English and Mathematics	Project management qualification
Experience	Previous experience of planning, managing and delivering projects Experience of working with stakeholders and on projects involving partners	Previous experience of making funding applications Experience in charity, heritage or events sectors
Skills	Excellent communication skills, both written and verbal Able to build and maintain effective relationships both in and outside the organisation Good IT skills, including MS excel spreadsheets and databases Able to effectively manage budgets, and control expenditure Ability to plan and prioritise workload, and manage multiple projects Evidence of ability to work to tight deadlines and manage multiple tasks Excellent attention to detail Confident to work on own initiative and collaboratively in a team	Editing, writing copy and proof-reading
Personal Attributes	Self-motivated and well organised A flexible approach to tasks and workload Proactive, resilient and calm	An interest and enthusiasm for heritage

MAIN TERMS AND CONDITIONS

Detailed below are the main terms and conditions of employment:

Hours

Your hours of work will be up to 37.5 per week and there is flexibility in terms of your working hours/days which can be agreed with your line manager. Core office hours are 9am to 5.30pm, Monday to Friday, but with The Forum open seven days a week, and the nature of this role, you will on occasion be expected to work evenings and weekends.

Flexible working arrangements will be considered around the needs of project delivery in the build up to the events and particularly across the HODS weekends.

Additional hours will be needed during those peak periods, for which time off in lieu will be given immediately after the project finishes. The nature of project working lends itself to a more flexible approach and flexible working.

Payment of Salary

Monthly Bank Transfer on the 20th of each month.

Annual Leave

Leave allowance is 25 days per annum pro rata plus bank and public holidays.

Pension Arrangements

The Forum Trust will make a contribution of up to 5% of salary matched by an employee contribution, once the probation period has been successfully completed.

Probation

There is a three-month probationary period for all new starters.

Equal Opportunities Policy

We are committed to equal opportunity in employment and recruitment. Applications are considered on the basis of their suitability for the post regardless of sex, race, ethnic origin, disability, age, marital status, domestic responsibilities, sexual orientation or religious affiliation. Suitability will be assessed on the basis of factual information provided by candidates. Give as much information as possible, including information about experience gained outside employment and any other factors or circumstances which you would like to be taken into account.

THE APPLICATION PROCESS

If you would like to apply for this position please forward a completed application form and CV with a covering letter explaining why you feel you are a suitable candidate to our HR services provider, quoting reference **TFT116**:

HR Team [Ref: TFT116]
Flagship Group
31 King Street
Norwich
Norfolk
NR1 1PD

Email: Recruitment@Flagship-Group.co.uk

Application Forms can be obtained from: www.theforumnorwich.co.uk

To discuss this role in more detail, please contact:

Sophie Conroy, Head of Events & Public Facing Activity

The Forum Trust Limited
The Forum, Millennium Plain, Norwich, NR2 1TF
T (direct): 01603 727935 T (office): 01603 727950

CLOSING DATE FOR APPLICATIONS: Monday 10 December 2018

Interviews will be held at The Forum on Wednesday 19 December 2018

References will only be taken up after interview.

The successful candidate will be subject to an enhanced DBS check.

All necessary training will be provided.