

Job Description

Job Title	Major Events Volunteer and Workforce Manager
Directorate	Neighbourhoods and Housing
Service Area	Culture Liverpool
Grade	7
Competency Level	2
Salary	£42,123 - £47,665
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not applicable
Job Evaluation Ref No	

Job Purpose

To lead the development, coordination and delivery of volunteer programmes across Liverpool's portfolio of major culture and sports events, including the Tour de France Stage Finish, supporting the Inclusive Sport and Culture Festival and lead on the host city volunteer programme for UEFA EURO 2028.

To support workforce delivery and ensure that volunteers and workforce are well trained, supported and empowered to support Liverpool's world class delivery ambitions



Directly Responsible For:

Volunteer Selection Assistants

Event Time Supervisors

Directly Responsible To:

Head of Major Sports Events

Main Areas of Responsibility:

- Work with event owners and organisers to develop and manage Liverpool's volunteering requirements including recruitment, role allocation, rostering, training, workspace, deployment and reward and recognition
- Develop accessible, inclusive and sustainable practice across all volunteer activity including recruitment approaches to broaden participation across Liverpool City Region
- Design and deliver volunteer training, readiness and skills pathways.
- Lead deployment planning, supervision and welfare provision for both volunteers and staff
- Manage multiple events and projects at any one time, developing an overarching volunteer and workforce plan and individual plans for each event and ensuring sufficient capacity to deliver each requirement
- Represent Volunteering on the Local Organising Committee, manage Volunteering Subgroups on Liverpool led projects and represent these groups on key operational and spectator experience groups as required
- Monitor and report on volunteer KPIs, feedback and evaluation
- Managing the relationship with the Volunteer Management System software and the interview system provider on each event and manage the Liverpool specific volunteer database ensuring full data protection

- Design and delivery of central and Liverpool specific training programmes as required including online and in person venue & role specific training
- Lead on communications and engagement of the entire Volunteer journey, from recruitment to keeping volunteers motivated and well-informed throughout the volunteer journey
- Develop a wider volunteering strategy for Culture Liverpool linking into key city stakeholders

Supervision and Management Responsibility:

- Ensuring activities are planned to include meaningful one to one conversations, quality annual appraisals and regular workforce planning and development
- Manages performance and behavioural issues effectively

Budget and Financial Responsibility:

- Manage volunteer programme budgets across multiple major events
- Monitor expenditure and ensure value for money, procuring and managing related service provisions: uniforms, catering, rewards
- Explore external funding, sponsorship and value in kind opportunities where appropriate

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- Outdoor work during events and evening/weekend working during peak periods

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally.
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level: **Level 2**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Significant experience planning and leading volunteer management of scale (upwards of 100 volunteer workforce) and or working in an Event Management capacity that supported the planning and usage of volunteers within your area of responsibility, ideally in a sports or cultural event environment (A, E, I)

Desirable

- Degree level qualification or significant experience in event management or volunteer management ideally in a sports or cultural event environment
- Training or understanding of inclusion and accessibility principles

Experience

Essential

- Experience of working for an Event Organiser, Rights Owner, National Governing Body, International Federation or Local Authority in a volunteer management role at a senior level (A, E, I)
- Experience of volunteer and workforce recruitment, rostering, deployment and welfare at major events (A, E, I)

- Experience of working with diverse communities to ensure inclusive volunteering programmes that represent the community in which the event will take place (A, I, E)
- Experience of working with a broad range of stakeholders including multi-agency and event delivery partners (A, E, I)
- Experience working in complex, high-pressure event environments (A, E, I)

Desirable

- Experience of shaping and contributing to event strategy
- An understanding of sports governance models including management, reporting and delivery
- Experience of working with a number of functional areas and delivery partners including transport and mobility, marketing, ticketing, sustainability, accessibility, event operations, blue light services, social impact and culture

Skills/Abilities

Essential

- Ability to process information quickly and effectively in order to identify responses to changes and challenges within the event environment, including unforeseen circumstances and an ability to take decisive and relevant action in high pressure environments. (A, E, I)

Desirable

- Effective verbal and written communication skills, in particular the ability to provide clear and concise advice to stakeholders and senior officers

- Excellent organisational and project management skills with the ability to prioritise workload
- The ability to work to tight deadlines and targets and the ability to make informed decisions regarding allocation of resources
- Effective negotiation and advocacy skills, able to influence senior management and partners
- Up to date knowledge of Health and Safety legislation and requirements in regard to major event delivery

Commitment

Essential

- A commitment to delivering high-quality world-class sports events that provide a world class athlete, spectator and resident experience (A, E, I)

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council