

Job Description

Job Title	Major Sports Events Manager
Directorate	Neighbourhoods and Housing
Service Area	Culture Liverpool
Grade	9
Competency Level	2
Salary	£51,356 - £56,673
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not required
Job Evaluation Ref No	

Job Purpose

To support the Head of Major Sports Events to deliver a wide range of Major Sports Events in 2027 and 2028. The Major Sports Events portfolio includes the stage 2 finish of the Tour de France, an inclusive multisport and culture festival and EURO 2028.

This role will lead on Liverpool and Liverpool City Region elements of key projects and support on major sports event bidding, manage external event requests and support overall team delivery.

Please note that whilst Liverpool is a UEFA EURO 2028 city the role will not have a long-term role in this event delivery, an event time delivery role will be confirmed at a later date.

Directly Responsible For:

The post holder will be responsible for managing a range of freelance and short term operational roles relating to specific Event delivery.

Directly Responsible To:

Head of Major Sports Events

Main Areas of Responsibility:

- Support the Head of Major Events to deliver the Liverpool and Liverpool City Region the 10-year Major Sports Event Strategy, based on targeted criteria and agreed outcomes
- Lead on the Liverpool Host City delivery of key allocated Major Sports Events working with Governing Bodies, the Event Organiser or Special Purpose Vehicle and Funding Partners to ensure that the Liverpool element is delivered in line with commitments and that the commitments to the city and city region are met
- Support on Major Sports Event Bidding; ensuring that the events deliver against key criteria and outcomes, focusing on winnable and deliverable events that bring meaningful and long term social and economic impacts for the city and city region
- Support the governance of the Sport Liverpool Board, and any sub-groups
- To oversee day-to-day operation of allocated Major Sports Events led by or in partnership with Liverpool City Council by the Head of Major Events

- To support requirements around organisational structures, staffing resource and governance required for individual event delivery in partnership with Sports Governing bodies and other rights holders as appropriate
- Maintain relationships with key internal and external stakeholders required to support event planning and delivery including Licensing, Highways, Procurement, Physical Activity and Sport, Emergency Planning, Merseyside Police and Local Transport providers
- Support through effect project planning that the Major Sports Events programme delivers events of the highest standard and that athlete and spectator experience is consistent and exemplary at all times
- Ensure Events are delivered in line with national health and safety guidance and in liaison with the Safety Advisory Group (SAG) or Ground Safety Advisory Group (GSAG) as applicable
- Ensure that broadcast and marketing requirements of Events is resourced and maximised to promote the Event, the city and city region
- Ensure understanding of all legal agreements including but not limited to Event Hosting Agreements, Grant Funding Agreements and other legal obligations are in line with event requirements and LCC obligations
- Support on external Major Sports Events requests on behalf of LCC and LCRA and manage general Sports Event queries requiring city support such as mass participation events, ensuring a consistency of approach through marketing, operational advice and signposting to wider LCC planning requirements
- Provide monitoring and review of key Event delivery as required, including the production of CAB reports, highlight reports, exception reports and gateway reviews
- Maintain and develop high quality working relationships with relevant National Governing Bodies and International Federations, UK Sport, major funders, other hosting partners and cities and commercial partners
- Deputise for the Head of Major Sports Events where appropriate

- Maintain relationships across the other 5 Liverpool City Region Combined Authority local authorities, including through the attendance at the LCR Major Sports Event Group. Ensure, through use of LCR CA resource, that each Major Event sporting, cultural and community legacy impact is considered and delivered where appropriate
- To support business continuity for all Major Sporting Events

Supervision and Management Responsibility:

- Responsibility for Event delivery teams ensuring regular workforce planning and performance managements

Budget and Financial Responsibility:

- Manage key event budgets in line with the funding parameters, provide timely reports to the Head of Major Sports Events, event funders and partners as required complying with statutory requirements and Grant Funding Agreements
- Monitor financial performance of the allocated Events and deliver within budget, understanding out of scope requirements, managing contingency and financial risk and reporting to Head of Major Sports Events and or the Event Board any out of delegated expenditure requirements
- Continue to explore different options for funding and income generation within the Event scope

Social Value Responsibility:

- Work with partners to understand agreed objectives and vision for each Event including economic and social impact targets. Ensure that sustainability and accessibility are threads that are consistent across all functional area planning from the outset

- Ensure that diversity and inclusion is key to all sporting, cultural and community legacy impact planning. Work with the impacts teams to ensure consistency and longevity in the approach
- 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:

- During event planning and event delivery periods some outdoor work may be required depending on the event type
- Weekend and Evening work will be required during Event delivery

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 **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

- Sports / Event Management qualifications or substantive experience working in sports, events or project management (A,E,I)

Desirable

- Project Management, Financial Management or Health and Safety Training

Experience

Essential

- Experience of working for an Event Organiser, Rights Owner, National Governing Body, International Federation or Local Authority in an event or project management capacity, particularly focussed on sporting events (A,E,I)
- Evidence of developing and maintaining relationships with key local, regional and national stakeholders in both a strategic and operational manner, these should include sports and non-sports specific stakeholders (A,E,I)
- Extensive operational experience of delivering a breadth of major sporting events including indoor and outdoor, events on highways and parasports events (A,E,I)

- Experience of managing event budgets across functional areas; financial risk and grant funding awards (E,I)

Desirable

- A track record in bidding for and negotiating major events and event activity
- Experience of shaping and contributing to event strategy
- An understanding of sports governance models including management, reporting and delivery
- Experience of working across a number of functional areas including transport and mobility, marketing, ticketing, sustainability, accessibility, event operations, finance, legal, procurement, volunteering, social impact and culture

Skills/Abilities

Essential

- Track record in developing and managing event delivery teams and working as part of / or leading a Local Organising Committee (LOC) (A,E,I)
- 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 (I)
- Effective verbal and written communication skills, in particular the ability to provide clear and concise advice to stakeholders and senior officers (I)
- Excellent organisational and project management skills with the ability to prioritise workload (I)
- The ability to work to tight deadlines and targets and the ability to make informed decisions regarding allocation of resources (I)

Desirable

- Effective negotiation and advocacy skills, able to influence senior management and partners
- Experience of leading and / or developing social impact programmes.
- Experience of delivering sustainable events and ensuring sustainability practises are considered throughout the event delivery
- Experience of delivering accessible events and ensuring accessibility is considered throughout the event delivery
- 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 (I)

Desirable

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