

Job Description

Job Title	City 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 applicable
Job Evaluation Ref No	

Job Purpose

The City Events Manager is responsible for the strategic leadership, technical oversight, and end-to-end delivery of all third-party events requiring Land-use Agreements or Partnership support across the city. This includes large-scale, complex events with significant public safety, commercial, and reputational impact.

The postholder will support the leading of a multi-disciplinary Events and Creative Producer Team, ensuring events are delivered to the highest operational, technical, safety, and governance standards. Acting as one of the council's senior liaison for



external organisers and statutory partners, including senior representatives from Police, Fire, Ambulance, and other blue-light and regulatory agencies, the role ensures Liverpool maintains its reputation as a world-class event destination.

Directly Responsible For:

Supporting the Head of Events with the Events and Creative Producing Team management including the management of casual staff via People Pool

Directly Responsible To:

Head of City Events

Main Areas of Responsibility:

You will support the Head of Events, inspire the Events team, deputising for the Head of City Events as required, within Culture Liverpool to deliver exceptional events, service and commercial results across a broad portfolio of events and activities.

Major Event Facilitation and Technical Operations

- Lead the technical assessment, scoping, and facilitation of all third-party events, including major city events such as Cream, Christmas Markets, Africa Oye, Pride, and international cultural showcases
- Oversee all operational and safety-critical event planning documentation, including Event Management Plans, risk assessments, crowd management strategies, and contingency plans

- Ensure robust Land Use Agreements are negotiated and executed, incorporating operational requirements, statutory responsibilities, and risk mitigation measures
- Provide senior technical advice to organisers on Licensing, safety standards, infrastructure, logistics, traffic management, and emergency planning.
- To work with national bodies and partners to bring national and international events and experiences to the city
- To work with artists and creative organisations to produce the events programme
- Negotiate commercial Land Use Fees with third parties and maximise revenue uplift opportunities

Supervision and Management Responsibility:

- Provide strategic leadership to the Culture Liverpool Events Team, inspiring high performance, innovation, and continuous professional development
- Deputise for the Head of City Events and provide direction across operational, commercial, and governance areas
- Lead on the management of the people pool (casual staff database)
- Foster a culture of technical excellence, proactive problem-solving, and collaborative working
- Oversee workforce planning, recruitment, performance management, and development of permanent staff, casual staff, and volunteers
- You will lead the achievement of a zero-injury operation by ensuring all activity is executed in line with statutory regulations, legislation & LCC policies and that all records of compliance are continually maintained

Stakeholder Engagement

- Act as one of the lead points of contact between the council and key external partners, including senior representatives from Merseyside Police, Merseyside Fire & Rescue, North West Ambulance Service, NHS, Liverpool City Region Combined Authority, and national event bodies
- Chair or represent the council at strategic partnership forums including Joint Agency Groups (JAG) and Safety Advisory Groups (SAG), Event Debrief forums
- Work closely with internal Council departments such as Licensing, Legal, Procurement, Environmental Health, Highways, Press and Communications, to ensure coordinated, compliant, and efficient event delivery
- Build and sustain strong relationships with national event industry networks including National Outdoor Events Association (NOEA), Events Industry Forum (EIF), UKCMA, and Department for Culture Media and Sport working groups

Governance and Compliance

- Ensure all events meet statutory requirements, industry best practice, and the council's governance processes, with particular emphasis on public safety, crowd management, safeguarding, and resilience planning
- Produce and oversee Equality Impact Assessments, Environmental Assessments, sustainability, and any other due-diligence reports required for event approval
- Produce detailed reports for senior management and elected members, outlining event performance, risks, opportunities, and strategic outcomes
- Drive a zero-injury safety culture across all event activity

Commercial and Financial Management

- Manage the financial performance of Culture Liverpool's event budgets, ensuring all projects are delivered within agreed financial parameters
- Negotiate commercial Land-use Agreements, contractual partnerships, and revenue-generating opportunities to maximise value for the city
- Oversee procurement, tendering, and contract management to ensure cost-efficiency, compliance, and high-quality service delivery

Strategic Development and Innovation

- Contribute to the strategic positioning of Liverpool as a leading global events destination
- Support sustainability initiatives across event delivery, focusing on environmentally responsible practices and net-zero aspirations, with a strong focus on continuing the legacy of Accelerator City status
- Identify and implement innovative ideas, digital tools, and operational improvements to enhance the city's event offer and commercial resilience
- Represent Culture Liverpool at national and regional industry groups and contribute to the shaping of sector standards and policies

Budget and Financial Responsibility:

- To build business relationships and negotiate commercial and contractual agreements with relevant service providers' and private event organisers
- To oversee the procurement and purchase of any tenders / business cases both within the existing operation, ensuring cost efficiencies and added value are identified for all contracts

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 team 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:

- The post requires evening and weekend working when in event delivery.
- Working in this role is not a 9am-5pm / Monday to Friday role. You agree to work flexibly over a 7-day week when event delivery requires it, which may include unsociable hours, weekends and bank holidays; this will be allocated on a roster basis
- 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; it is

inevitable over time that the emphasis of this job will change, as business needs evolve

- Some manual handling may be required during on-site inspections and when in event delivery

Corporate Responsibility:

- You will contribute to the delivery of the Council Plan and any other associated plans and strategies
- You will deliver and promote excellent customer service, externally and internally. You will deal with complaints, FOI's, Cllr enquiries and learn from feedback in the drive for continuous improvement
- You will contribute to making the council a great place to work, living the council's values, actively engaging in regular communications such as team meetings, undertaking training as required and being responsible for managing performance
- You will develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- You will 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

- Event Management qualification or Significant experience as a senior Event Manager with a strong operational background (A,E,I)
- Proven ability to negotiate commercial agreements and manage complex stakeholder relationships (A,E,I)
- In-depth knowledge of health & safety and risk management in event delivery (A,E,I)
- Excellent communication, leadership, and organisational skills (A,E,I)

Desirable

- Ability to work under pressure and adopt a 'can-do' approach, willing to roll up sleeves when needed
- Experience in sustainability initiatives and project management
- Familiarity with local authority governance processes and public sector partnerships

Experience

Essential

- Proven design, development and delivery of large scale live events/experience (A,E,I)
- Proven experience in working on a multi agency basis for delivery of events/experiences with Stakeholder engagement (A,E,I)
- Experience of managing event budgets across functional areas, financial risk and grant funding awards (A,E,I)

Desirable

- A good working knowledge of Method Statements and Risk Assessments
- Excellent time management skills including the ability to work to deadlines
- Agreement to work unsociable hours
- Able to work without supervision and schedule own workload
- The ability to work as part of a team
- Understanding of Local Government finance, and demonstrable record of managing large, complex budgets
- Good verbal communication skills and the ability to deal with external enquiries
- Experience of working across a number of functional areas including, transport and mobility, marketing, ticketing, sustainability, accessibility, operations, finance, legal, procurement, volunteering, social impact and culture
- Ability to keep detailed event records

Skills/Abilities

Essential

- Ability to process information quickly and effectively in order to respond 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

- Good working understanding of safety requirements for events
- Strong commercial acumen
- Excellent organisational and project management skills with the ability to prioritise workload
- Strong Leadership and team development
- Ability for strategic thinking and innovation, with the ability to work to strict deadlines and targets
- Experience of delivering sustainable events and ensuring sustainability practices are considered throughout the event delivery
- Experience of delivering accessible events and ensuring accessibility is considered throughout the event delivery

Commitment

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council
- Personal commitment to equality of opportunity in management and service delivery and a sound understanding of how equality can be promoted through quality and performance management
- Commitment to and the flexibility to work hours as determined by the business. This will include working evenings, weekends, night work and occasionally away from home

Other

Essential

- Full driving licence, is required (A,E,I)

Desirable

- Willingness to undergo additional training as required
- The role will involve manual handling tasks