

Job Description

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

Job Purpose

To lead the planning, coordination and delivery of Liverpool's city-wide spectator, fan and public realm experience across all major sporting events, including UEFA EURO 2028, Tour de France Stage Finish and the Inclusive Sport and Culture Festival multisport events.

The role will act as the “voice of the spectator”, ensuring that all planning and delivery across partners is informed by spectator needs and aligned to defined experience standards. The postholder will ensure a welcoming, safe, inclusive and high-quality experience for residents, visitors and international fans, reflecting Liverpool's identity and ambitions on the global stage.

Main Areas of Responsibility:

Strategic Planning and City Experience:

- Lead the development and delivery of Liverpool's City Experience Plan across all major sporting events working closely with key internal operational, marketing and cultural programming teams and external stakeholders.
- Define and oversee the coordination end-to-end spectator journey, from arrival in the city to departure.
 - Coordinate spectator and visitor journey maps, identifying key touchpoints, opportunities and risks.
- Engage with businesses and landowners to engage on key opportunities and themes whilst protecting event branding and sponsor delivery when applicable.
- Ensure Liverpool's offer maximises engagement, dwell time and economic impact through:
 - Cultural programme integration
 - City animations and activations

- Spectator engagement across key locations linking to operational and accessibility planning

Spectator Journey and Experience Management:

- Act as the spectator advocate, embedding spectator needs across all event planning and delivery functions.
- Define, implement and monitor spectator experience standards and service levels across partners and delivery teams and stakeholders.
- Ensure a consistent, high-quality experience across:
 - Fan zones and live sites
 - Transport gateways and transport hubs
 - Key arrival points and city routes
 - Wayfinding, information and signage
 - Public realm, cultural programme and city activations ensuring animation and engagement across the city, ensuring vibrancy in key locations,
- Identify and mitigate risks to the spectator experience at all stages of the journey including pre-event marketing and communications
- Ensure that sustainability and accessibility is considered through event planning and delivery.

Cultural Programme and City Animation:

- Work closely with Cultural Programme, Marketing and Social Impacts Cultural Spectacular teams to ensure alignment between sporting events and city-wide cultural activity.
- Work with city stakeholders and partners to align activity and calendars that offers an integrated city delivery plan and supports extended visitor stays and engagement

- Support the integration of cultural programming into spectator touchpoints, including fan zones, public spaces and transport hubs.
- Ensure the city presents a cohesive and distinctive identity, reflecting Liverpool's culture and communities.
- Oversee the integration of city dressing, animation and activation, ensuring consistency and quality.

Operational Integration:

- Work collaboratively with event operations, safety, transport, highways, communications and other services to ensure integrated delivery.
- Contribute to multi-agency planning processes including Safety Advisory Groups where required.
- Ensure the spectator experience aligns with:
 - Safety and security planning
 - Crowd management approaches
 - Transport and mobility strategies
 - Accessibility strategies
 - Environmental and sustainability objectives
 - Participating Nation Associations (PNA's) requirements to ensure coordinated fan activity from participating nations

Communications, Stakeholders and Digital Experience:

- Work with communications and digital teams to ensure spectators have access to clear, timely and accessible information before and during events.
- Liaise with the Stakeholder Engagement Team to ensure businesses, communities and partners are informed and aligned.

- Support development of digital and on the ground information, including wayfinding and real-time updates.
- Ensure consistency in messaging across all channels and locations.

Volunteers and Workforce:

- Work alongside the Volunteer Management Team to support planning and deployment of volunteers in spectator-facing roles.
- Ensure volunteers are effectively positioned across transport hubs, routes and key engagement areas.
- Contribute to workforce training, briefings and operational readiness.

Rights Holder Requirements:

- Work with the Rights Protection team to ensure compliance with:
 - Clean site principles
 - Commercial protection requirements
 - Branding and sponsor Team to ensure that all wider city opportunities are within right protection guidelines for each event and share knowledge about city activity for approval or decline in a timely manner.

Programme Management, Insight and Legacy:

- Manage delivery of city experience workstreams across multiple events.
- Develop and maintain risk registers, delivery plans and reporting frameworks.
- Gather and analyse spectator insights, feedback and data to inform continuous improvement.
- Capture lessons learned to support future event delivery and city programming.
- Embed legacy, sustainability and social value outcomes within all activity.

Supervision and Management Responsibility:

- Responsible for City Experience Freelance team (to be recruited as required) and city experience volunteers.

Budget and Financial Responsibility:

- Manage City Experience budgets across multiple events.
- Monitor expenditure, risks and resource requirements.
- Ensure procurement and financial compliance processes are followed.

Social Value Responsibility:

- Ensure city experience activity strengthens community pride, accessibility, inclusion and long-term legacy outcomes.

Physical Demands of the Job:

- Outdoor work, operational site presence and evening/weekend working during major event delivery which will include unsociable hours.

Corporate Responsibility:

- Contribute to the Council Plan.
- Promote excellent internal and external customer service.
- Champion equality, inclusion and non-discriminatory practice.
- Ensure compliance with health and safety legislation.

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

- Degree or equivalent experience in events, operations, project management or a related field, or significant equivalent experience in major event delivery (A, E, I)

Desirable

- Project Management qualifications or experience

Experience

Essential

- Experience working for an Event Organiser, Rights Holder, National Governing Body, International Federation or Local Authority in a senior role relating to event delivery, operations or spectator experience delivering large-scale events or programmes (A, E, I).
- Experience developing and maintaining relationships with local, regional and national stakeholders in both strategic and operational contexts. Coordinating multi-agency and multi-partner delivery, including internal services and external stakeholders; managing multiple expectations through communication, pragmatism and influence (A, E, I)

- Experience delivering public realm or city-wide activations, including fan zones, live sites, cultural programming or city dressing (A, E, I)
- Experience of working with or across functional areas including transport, safety, operations, volunteering, accessibility, sustainability and culture (A, E, I)

Desirable

- Experience of working within a rights-holder or regulated event environment
- Experience shaping or contributing to event or city experience strategies
- Understanding of sports governance structures and major event delivery models
- Experience working with volunteers or workforce planning in events
- Experience using data, insight or feedback to improve visitor or spectator experience

Skills/Abilities

Essential

- Proven ability to plan, coordinate and deliver multiple and complex programmes in a major event or operational environment to deadline (A, E, I)
- Ability to respond to change, manage risk and resolve issues in high-pressure environments (A, E, I)

Desirable

- Effective communication skills (verbal and written), including advising stakeholders and senior officers

- Strong organisational and project management skills including planning, monitoring and reporting
- Ability to analyse information and use insight to inform decision-making
- Effective negotiation and influencing skills

Commitment

Essential

- Commitment to delivering safe, inclusive and high-quality spectator experiences that reflect the cities values on equality and inclusion and provide positive outcomes for residents, communities and visitors. (A, E, I)

Desirable

- A commitment to delivering world-class major sporting events.
- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council