

## **POTTERS FIELDS PARK MANAGEMENT TRUST**

### **Event Manager Job Description**



**POTTERS  
FIELDS PARK**



**ST JOHN'S  
CHURCHYARD**

#### **Overview:**

This is an exciting opportunity for an Event Manager to work at one of London's best outdoor spaces. Potters Fields Park (PFP) is one of the few riverside green spaces available for hire; with its prime Central London location, iconic backdrop of Tower Bridge and stunning views of the Shard, Tower of London and the City, PFP is in demand for events all year round. The summer months are particularly popular, with a busy programme including food and cultural festivals, sports activities, marketing activations, PR launches, location filming and arts events. The Event Manager works with a range of external organisations to manage a programme of safe, enjoyable and high-profile events.

Relevant experience might have been gained as an Event Manager or Senior Event Coordinator/Officer within a cultural, heritage or visitor attraction, outdoor venue, events agency or production company. Some understanding of working within a small/medium size charity or not-for-profit environment will be a bonus. However, we're flexible and open to candidates from any events background with the right skills for this unique role.

#### **Main objectives of the role:**

To manage all aspects of events on Potters Fields Park, including, but not limited to:

- gaining a good understanding of PFP as an event space and finding sensible solutions for event organisers
- maintaining good working relationships with neighbours and stakeholders
- managing the event calendar and working with the Chief Executive to ensure the best strategic use of the park to generate revenue, whilst balancing horticultural needs and public access
- ensuring Health & Safety compliance and adherence to the PFP Lease/Licence conditions and byelaws to protect visitors, staff and the Park
- co-ordinating and encouraging participation and community engagement with existing stakeholders and clients and encouraging new events and participants.

#### **Tasks and Responsibilities**

##### **Event Management:**

- To liaise with outside organisations wanting to hire Potters Fields Park for events, managing enquiries, issuing hire fee quotes and conducting client meetings and site visits.
- to work proactively with organisers in the planning of events, to ensure that all events are safe and comply with Trust restrictions and requirements; to offer practical suggestions and solutions to event organisers
- to ensure (using the Trust's event management software, Apply4) that all necessary documents (e.g. insurance, risk assessments, event management plans) are received in good time from organisers/production companies; to issue individual event licences

- to ensure that all charges are paid on time, in accordance with individual licence agreements
- to brief contracted staff, including the gardening team, about forthcoming events
- to oversee events on site, working with the Trust's contracted Site Manager(s) to ensure compliance, including Health & Safety and protection of the park
- to work with the Chief Executive to plan future events; to ensure that the Events Calendar is up to date and used as a tool for internal planning
- to work with and support community groups organising occasional local events.
- to plan, manage and deliver any PFPMT-produced events with co-producers, to attract a wide range of audiences and promote inclusion and diversity.
- to manage small budgets associated with running events.

### **Marketing and social media**

- To work with the Chief Executive to develop and implement the Trust's marketing strategy
- to work closely with event organisers on their marketing, ensuring that PFP is actively acknowledged and promoted through all relevant marketing channels
- to produce marketing materials (including regular newsletters via MailChimp).
- with the Chief Executive, to create and manage social media and website content.

### **Administration/additional duties**

- To take notes and implement action plans agreed at any internal meetings as required
- to deputise for the Chief Executive if needed
- to be available on call on a rota basis
- to assist with basic bookkeeping for events, using the Trust's accountancy software, Xero (internal training to be provided)
- to attend, support, report to and minute PFPMT Board meetings if required
- other duties related to the role as may be reasonably required.

### **Person Specification:**

#### **Essential:**

- Experience of event management (corporate, live or experiential)
- knowledge and experience of Health & Safety issues, ideally in an outdoor event setting
- excellent oral and written communication skills with the ability to relate positively to Park users, clients, staff, neighbours, stakeholders and Board members
- confident interpersonal and negotiating skills, tact and diplomacy
- excellent organisational and time management skills with the ability to prioritise
- comfortable working in a small team, and occasionally working alone
- excellent attention to detail, self-motivated, proactive and forward-thinking
- ability to understand budgets and be commercially aware
- proven IT and social media skills and ability
- ability to produce electronic and paper-based marketing materials including writing copy (e.g., for websites, social media and newsletters.)
- an interest in gardens, horticulture and a commitment to sustainability
- a strong commitment to diversity and inclusion.

**Desirable (training can be provided as required):**

- experience of working in events for a small, staffed organisation, or not-for-profit organisation
- NEBOSH or IOSH qualification
- current First Aid for Work qualification
- Personal Licence holder
- basic experience of bookkeeping, or the willingness to learn
- knowledge of computerised accounting systems, e.g., Xero
- knowledge of event management software, e.g., Apply4

**Hours of work:** 09:30-18.00 (37.5 hours) Monday-Friday, excluding a 1-hour lunch break. Some early morning, evening and weekend work may be required, for which time off in lieu will be given.

**Location: Office/parks/hybrid,** at the Trust's Bermondsey office, at Potters Fields Park and St John's Churchyard, all near London Bridge station. Hybrid/flexible working can be arranged around the event programme.

**Responsible to:** Chief Executive

**Salary:** £30,000 - £38,000 p.a. depending on experience.

**Holiday allowance:** 28 days p.a. plus Bank and statutory holidays.

**Background to the Trust**

Potters Fields Park Management Trust (PFPMT) is a small not-for-profit organisation, set up in March 2005 to manage Potters Fields Park. The Trust took on the management of the nearby St John's Churchyard (StJCY) in August 2017. The Trust's objectives are to:

- manage and maintain as public open spaces Potters Fields Park and St John's Churchyard, offering educational and recreational benefits to local, national and international visitors
- work in partnership with its neighbours by raising awareness through education, and leading by example in all areas of horticulture, arboriculture and wildlife best practice
- offer two distinctive Parks that reflect their unique local histories, while providing safe, clean and restful spaces for private contemplation within the bustle of the city.

The Trust funds the maintenance of both parks mainly through hiring out Potters Fields Park for a range of commercial and community events. St. John's Churchyard is available to local organisations for community-led events and activities.