

Job description

Job Title:	Air shows and Public Events Manager
Reports to:	Executive Director
Direct Reports:	Public Events Supervisor, Event Co-ordinators (Freelance); Event Safety Advisor (Freelance)
Salary:	£28,000 per annum

Purpose of the Job

- To deliver the ground side Shuttleworth air shows to the highest levels of safety, customer satisfaction and profitability
- To deliver a balanced programme of revenue generating and audience development public events throughout the year.

Description of the Shuttleworth Public Events Programme (2022)

Public events at Shuttleworth are those run within the visitor attraction during the day for the purpose of fulfilling the Trust's educational charitable objectives and developing its audiences. They currently comprise:

- Six daytime and four evening summer air shows
- Flying events including two model aircraft meets and a number of aircraft club 'fly-ins'
- Specialist events including a Scale Model aircraft show, an Engineering Open Weekend and Aviation Photography workshops
- A programme of well-being events including art, exercise and experiences
- A varied talks programme, including winter lunchtime talks, in-depth expert guided tours and an annual lecture.
- A series of activities for younger children connecting the airfield and garden, comprising the Santa Fly-In, Easter Bunny Fly-In and Teddy Bear Fly-In.
- Partnership events such as the Friends of the Swiss Garden Art Competition

Commercial events at Shuttleworth are those run outside the visitor attraction or outside working hours, often with third parties and for revenue generation only. These are managed by the Commercial Manager.

Job Functions

Event operations

- To manage the booking and supervision of event suppliers, contractors and staff
- To manage events on the day in accordance with minimum staffing structures
- To co-ordinate and ensure effective supervision of event content

Communications

- To manage the air show briefing and wash-up meetings.
- To co-ordinate the timely issue of event plans and briefings
- To ensure comprehensive information is given to the marketing team in a timely manner

Safety and compliance

- To maintain the Event Safety Plan for air shows and to keep it up to date
- To work with the Event Safety Advisor to review, maintain and respond to realistic risk assessment of Shuttleworth events

- To liaise with the Bedfordshire Safety Advisory Group and coordinate the annual joint-services safety exercise
- To ensure that the events comply with licensing obligations and all statutory provisions are met.

Team management

- To manage a distributed workload across the permanent and freelance teams
- To recruit further freelance support as required
- To supervise the recruitment and training of temporary casual support as required, ensuring an adequate pool of trained and competent staff.
- To work with the Visitor Experience Assistant Manager to maximise the human resourcing of events

Budget management

- To manage and be responsible for air show expenditure in line within agreed budgets and forecasts
- To develop the annual air show budget
- To work with the Visitor Experience Assistant Manager to set and manage budgets for Visitor Attraction events
- To ensure all financial procedures are adhered to as required by the Accounts department

Planning and Resources

- To work with the Executive Director to create and agree the Events Plan
- To translate the plan into coherent and targeted objectives for the events team
- To ensure full use is made of volunteer and contractor relationships and resources
- To balance, integrate and deconflict the delivery of specialist (Garden & Collection) and non-specialist content.
- To co-ordinate the event plan with the commercial events diary to ensure that internal resources are not over-loaded.
- To extend the planning cycle for events

Reporting

- To agree suitable metrics and reporting mechanisms with the Executive Director
- To manage the recording of metrics in line with reporting requirements
- To track and record expenditure in line with the budget

Policies and Procedures

- Comply with Health and Safety legislation
- Comply with GDPR legislation
- Adhere to organisational policies
- Develop and maintain policies and procedures that support and deliver departmental objectives

Personal Responsibilities

- Demonstrate personal integrity in all day to day interactions with colleagues, working as a positive influence and role model, acting with professionalism and tackling challenges in a pragmatic and collaborative manner to bring staff and volunteers along with changes and developments
- Protect the reputation of the Trust.
- Maintain professional levels of confidentiality commensurate with the role
- Champion and model the Principles of the Shuttleworth Trust.

Hours and Physical Conditions

40 hours a week

Full time 5 days over 7. Extensive weekend work will be required. Attendance at air shows is expected of the role. Opportunities for home working will be limited. The Trust operates a Time Off In Lieu (TOIL) system.

This is a description of the job at present. The above is not intended to be a comprehensive list of key responsibilities or duties. Other related duties may be required from time to time. It is the practice of the Trust to periodically review job descriptions and to update them to ensure that duties relate to the job then being performed. It is our aim to reach agreement to reasonable changes following consultation. However, if agreement is not possible, the Trust reserves the right to make reasonable changes after consultation.

Selection Criteria

CRITERIA	STANDARD	E/D	EVIDENCE
Qualifications	<ul style="list-style-type: none"> • Educated to A level standard or equivalent • Events qualification 	E D	
Work Experience	<ul style="list-style-type: none"> • 5 years relevant events experience • Experience of outdoor events • Experience of events attracting more than 2000 attendees • Heritage or visitor attraction events 	E D D D	
Skills and Knowledge	<ul style="list-style-type: none"> • In depth knowledge of the event industry • Event Planning • Good written and verbal communication • Excellent customer service • Proficient in the use of Microsoft Word, Excel, and Outlook. • Driving License 	E E E D E E	
Aptitudes	<ul style="list-style-type: none"> • Positive, motivated and resilient • A strong team player • Ability to co-ordinate multiple activities at once • Understands and supports Shuttleworth's purpose and values • Calm and friendly • Willingness to engage in training and to improve skills 	E E E E E E	