



## **Event Manager for Culture Night Belfast 2017 (CNB17)**

The Cathedral Quarter Trust invites submissions for a fixed-term six-month contract for event management services to begin as soon as possible. The Event Manager will work as part of a team to deliver Culture Night Belfast on 22 September 2017. The fee for 6 months is £15,000 with the possibility of extension. Services are to be provided on a freelance basis and the candidate is responsible for their own taxes and insurance. Contract will be dependent on the availability of funding.

The ideal candidate will demonstrate excellent experience of producing and managing events, strong general management and administration skills, experience in programming and production, marketing and managing finances.

Interested candidates should submit a CV and cover letter demonstrating their experience in relation to the scope of work below and specifically addressing the essential and desirable criteria. Candidates should include details of two contracts which demonstrate ability to successfully manage contracts of similar size, scale, content and complexity to this event that have been completed in the last three years.

The deadline for submission is **5:00pm on Thursday 30 March**. All submissions should be emailed to [p.freedman@cqtrust.com](mailto:p.freedman@cqtrust.com)

### **Contact Details**

In the case of a query please contact:

Patricia Freedman

Tel: (028) 9031 4011; 07501 469009

Email: [p.freedman@cqtrust.org](mailto:p.freedman@cqtrust.org)

Selection will be based on interviews after a short-listing process. In the event that too many candidates fulfil the essential criteria, the appointment panel may narrow the selection by taking into account the degree to which a candidate's experience, skills and attributes are superior to those requirements and the extent to which they fulfil the desirable requirements.

# Culture Night Event Management - Scope of Work

## **Background**

The Cathedral Quarter Trust represents the cultural, community and economic interests of the Cathedral Quarter, and implements the Cathedral Quarter Development Plan. 2012-2017, available online at <https://issuu.com/cathedralquarter/docs/developmentplan>

The Cathedral Quarter Trust presents the annual Culture Night Belfast event in September. Now in its ninth year, Culture Night Belfast has grown to become one of the city's biggest and most anticipated cultural celebrations. In 2016, over the course of ten hours, it attracted an audience of 85,000 to the Cathedral Quarter for over 270 family friendly free events including dance, live music, visual art, circus, theatre and everything in between. If current growth continues, we would anticipate an audience of over 100,000 in 2017.

Culture Night Belfast is a dynamic platform for artists and cultural organisations to showcase work and experiment with new ways of engaging partners, sponsors and audiences. CNB encourages audiences to explore new art forms and activities. Cultural organisations, historic buildings, businesses and more open their doors to offer performances, events, talks and tours. Many activities also take place in public squares and streets. Most programme content is contributed by participating organisations, creating a vibrant celebration of Belfast cultural life.

## **RESPONSIBILITIES**

### **Event Management**

The successful candidate will:

- Work closely with CQT Director, and CNB17 event team to meet the organisation's objectives and audience development targets through the event;
- Lead the CNB programming, production and marketing team;
- Liaise with cultural providers and venues to facilitate participation in the event;
- Broker partnerships between participants and the hospitality industry and businesses;
- Establish deadlines for participant submissions and programming, including production of a printed programme, and all marketing activities to ensure tight timelines are met;
- Produce a comprehensive Event Plan including risk management;
- Deliver CNB17 on schedule and within budget;
- Ensure contractual agreements with artists and suppliers;
- Manage volunteers including recruitment, training and scheduling;
- Manage road closures and traffic;
- Manage sponsorship campaign including corporate and in-kind sponsorship
- Ensure funder requirements are met through programming and marketing activities;
- Monitor, evaluate and report on the event, including presentation of audience, participant and financial reports;

- Contribute to the strategic and longer term development of CNB including public and private sector partnerships.

### **Programming and Marketing**

Working closely with the programming and marketing team, oversee:

- Development of a programme of street animation and activities to create a festive atmosphere and drive footfall to participating venues and organisations;
- Engagement with local community groups through community outreach initiatives to ensure broad participation in Culture Night as both participants and audience members.
- Development and implementation of a marketing campaign, to include event launch, website, social media campaigns, printed material, distribution, advertising and media relations.

### **Production**

Working closely with the production team, oversee:

- Liaison with CNB Health & Safety Officer, PSNI, BCC and the necessary approvals from all relevant statutory agencies
- Compliance with licensing and health & safety requirements including noise regulation, traffic control, crowd control and maintenance of environmental health standards;
- A high standard of site preparation, including legal signage, emergency equipment and PPE;
- Equipment set-up and de-rig across CNB17 sites;
- Management of contracted suppliers;
- Liaison with participating organisations, artists and businesses to ensure their production needs are agreed and met;
- Recruitment and deployment of area managers;
- Management of food trading pitches;
- Arrangement of facilities, e.g. marquees, toilets, first aid, car parking, etc.

# CRITERIA

## Essential Criteria

- Minimum 5 yrs paid experience in project or event management;
- Experience producing large scale public events;
- Experience of financial control and managing budgets of £50k;
- Experience of event marketing;
- Demonstrable ability to:
  - Manage a variety of tasks at once, and to work to tight schedules.
  - Lead a team, supervise and delegate volunteers.
- Proven planning and administration skills;
- Experience of event evaluation and providing written reports;
- Demonstrable understanding of Health and Safety regulations for events;
- Demonstrable understanding of third-party contracts and agreements;
- Excellent IT skills;
- Excellent communication skills, both verbal and written.

## Desirable

- A working knowledge of the arts sector in NI;
- Experience programming cultural events;
- Experience working with community groups;
- Experience of creating opportunity and networking;
- A working knowledge of Belfast and the Cathedral Quarter.