



## WADDESDON

### Role Profile

<b>Job Title:</b> Public Events Coordinator	
<b>Managed by:</b> Head of Public Events	
<b>Department:</b> Public Events	<b>Location:</b> Waddesdon

The Public Events Coordinator (PEC) supports the Head of Public Events (HPE) to develop and deliver a growing programme of events across the Rothschild Foundation (RF) and Rothschild Waddesdon Ltd trading company (RWL). The events are designed to increase visitor numbers and spend per visitor, engage visitors with Waddesdon, and to enhance the visitor experiences of Waddesdon.

The PEC will work with the HPE to deliver Waddesdon's seasonal programme of popular events, including Summer Fest, Chilli Fest, Colourscape, Artisan Food Markets, and the Christmas Season.

The PEC will support the HPE to manage significant production budgets and creative programming, and the PEC will work closely with departments across Waddesdon in order to ensure successful delivery and financial contributions from the Events programme.

### Scope of Role

#### Overall annual programme of combined Events (all working with the HPE)

- **February half term week (responsibility from February 2021)**, provides an activity trail for a nine-day period that will attract family visitors. The trail should be fun and informative, and it will be sold to visitors.
- **Easter two-week school holidays** provides an activity trail for the whole period, to attract family visitors, and this currently involves a partnership with Cadburys via the National Trust. The trail should be fun and informative, and it will be sold to visitors.
- **Race for Life** takes place in May and is organised in agreement with Waddesdon Estate.
- **Colourscape** takes place in the May half term holidays, and is a partnership with an external partner. With over 8,000 paying visitors to the installation.

- A new **Waddesdon Uncorked Wine Weekend** in June, working closely with the RWL MD to deliver this new event.
- **Summer Fest** takes place over a weekend in early July, and attracts over 13,000 visitors. The HPE & PEC work closely with the GM and a Creative Consultant to deliver a performance programme, and they directly manage all arrangements for commercial stallholders during the weekend. The HPE & PEC will also review whether a craft activity tent will be delivered as part of the overall weekend.
- The overall programme of **Summer Events** throughout the schools Summer holiday period. Working closely with the GM, MD, Head of Retail & Catering, Head of Marketing and Visitor Services team, the HPE & PEC will ensure that an attractive and commercially successful programme is delivered through the six week period, both increasing visitor footfall and income contribution from ticketed activities. This will include existing summer events including Big Camp, photography schools and tree climbing, and new activities including the zipwire and Actual Reality Arcade.
- **Chilli Fest** takes place on the last weekend of the Summer holidays, and now attracts over 12,000 visitors. The HPE & PEC will review whether a craft activity tent will be delivered as part of the overall weekend.
- **Luna Cinema** takes place over three nights in September, and welcomes up to 2,000 paying visitors a night to an outdoor experience.
- The overall **Halloween Programme** that takes place over nine days in October. The HPE & PEC will be overall responsible for all aspects of Halloween, possibly including pumpkins, a trail, evening events, ticketed events, storytelling and character actors, and commercial stallholders. The HPE & PEC will work with other departments to develop and agree this programme, working to a budget agreed with the GM.
- **Christmas** is Waddesdon's busiest season, with over 190,000 visitors attending across the period. The HPE & PEC are overall responsible for the production coordination and delivery of all aspects of Christmas, and works very closely with the GM, MD and other senior staff including Head of Visitor Operations and Gardens Manager in the annual creative and production planning. The HPE & PEC directly manage the large Christmas Fair (86 chalets) and all stallholder relationships. The HPE & PEC will also review whether there is an ongoing Christmas family activity and the Letter Writing to Father Christmas activity.
- **Artisan Food Markets** take place monthly in the visitor car park for nine months a year, and the HPE & PEC manage the stallholder relationships and the overall production delivery of the market.
- Miscellaneous smaller events that take place throughout the year include **Windmill Hill music concerts**, an **outdoor jazz evening**, **Stargazing**, **photography workshops**, **children's theatre evenings**, **The Lord Chamberlain's Men Shakespeare evening**, **local athletics event**, **RWL dinners and other ticketed initiatives**. The HPE & PEC are involved in the planning and production delivery for all these events on a rolling basis.

## Event Management and Administration – Waddesdon Christmas Fair

- Providing hands-on assistance to the HPE, as required to ensure the smooth running of the Christmas Fair.
- Ensuring that all other Waddesdon departments are kept informed and briefed about the requirements of the Christmas Fair.
- Producing all follow-up reporting information on events and ensure that all invoices are correct and issued on a timely basis.
- Continually monitoring the services that Waddesdon provides to ensure that the facilities and services we offer are always to the highest possible standards.
- Dealing with and following up enquiries by email and telephone.
- Maintaining individual event files using Sharepoint (full training given).
- Preparation and sending of contracts and any other correspondence required.
- Liaison with the Waddesdon marketing team
- Chasing Contracts, deposits and other payments.
- Preparation of material relating to events.
- Maintaining supplier and client database.

## Specific Additional Responsibilities

- The PEC will recruit and manage a team of volunteers who will over time hopefully support some of the events programme, providing hands-on support. The PEC will work closely with the Volunteering Manager to agree on the roles and recruitment, and the PEC will then be the main point of contact for the volunteers, ensuring that they use the new “My Volunteering” system.
- The PEC will recruit and employ seasonal hourly-paid staff for specific events, in accordance with the agreed production budget and hopefully in close working with the Visitors Services team and the Visitor Services Assistants (VSAs).
- The PEC may occasionally (subject to availability) be required to help our Head of Travel Trade, Tourism and Filming and provide cover for filming activities that may take place at Waddesdon.

## Skills & Experience

- Excellent time management to plan and prioritise your own workload to deliver a range of outputs required, whilst also responding to ad hoc demands.
- Strong interpersonal skills and communication skills, particularly the ability to communicate with staff and traders with clarity, humour and patience.
- Excellent attention to detail and ability to work on own initiative.
- Driving licence and use of a car, as post holder required to work at other sites.
- Computer literate with experience of working with Microsoft Word, Excel and

Microsoft Outlook.

- Enjoy working as part of a team.

## Terms & Conditions

Subject to completion of bi-annual DBS check

**Contract Type:** Permanent, full time (37.5 hours per week) Monday to Friday. 08.00 – 16.30. To include some weekends, evening and bank holidays in order to deliver the programme, for which TOIL will be granted if agreed in advance

**Annual Salary:** £23,000 per annum

**Annual Leave:** From start date, 33 days (including public holidays)  
After three full years of service: 35 days (including public holidays)  
After five full years of service: 38 days (including public holidays)  
After ten full years of service: 40 days (including public holidays)

**Benefits:** Free National Trust Membership and Partner card  
20% staff discounts in our on-site Restaurant and Shops.  
Matched company pension scheme up to 10% of salary.  
Free parking.

## Application

Please send a cv and covering letter to [application@waddesdon.org.uk](mailto:application@waddesdon.org.uk) by no later than 11pm on Sunday 19 January 2020. Interviews will be held on 27 and 28 January at Waddesdon.

