



North
Northamptonshire
Council



Job description

Details of the job	
Post title:	Events Manager
Salary grade:	Grade 7
Hours:	Full Time, 37 hrs per week
Location:	Chester House Estate, Wellingborough
Reports to:	Chester House Estate General Manager
Service area:	Culture, Tourism and Heritage

The Chester House Estate was a £14.5 million restoration project funded by North Northamptonshire Council and The National Lottery Heritage Fund. Since opening in 2021, it has become a thriving visitor attraction, educational facility and archaeological archiving centre.

We are committed to making the Chester House Estate a must-visit destination - a place where education, learning and enjoyment enrich lives while celebrating Northamptonshire's outstanding heritage. Our goal is to provide high-quality, unique and sustainable educational experiences for all ages and communities. Through our mission, we offer everyone the opportunity to connect with the estate's rich past, vibrant present and evolving future.

We are embarking on an exciting phase of growth, expanding our visitor engagement, events and functions to new heights. To achieve this, we are looking for an exceptional individual to join our team as Events Manager.

We are committed to building on our past successes and taking Chester House Estate to the next level. Our goal is to **increase footfall, attract more diverse audiences, and drive sustainable income growth** through an expanded and enhanced events programme. We are looking for an experienced and innovative **Events Manager** who can oversee this evolution - developing fresh ideas, forging new partnerships, and ensuring that our events continue to engage and inspire both new and returning visitors.

This pivotal leadership role will be responsible for:

- Developing and leading our events department, curating a diverse and engaging programme that attracts visitors year-round.

- Acting as Duty Manager for the estate, ensuring smooth operations and an exceptional visitor experience.
- Developing new business opportunities and enhancing existing revenue streams, including potential event partnerships.
- Ensuring visitors have a safe, enjoyable, and memorable experience at Chester House Estate.

Role Requirements

The Events Manager will work on a rotational basis as Duty Manager. Given the nature of the role, regular weekend and Bank Holiday availability is required.

Occasionally, additional responsibilities may be assigned to support the estate's overall operations. All employees are expected to uphold our commitment to a safe, inclusive, and positive working environment.

This position operates on a 5 out of 7-day schedule, with weekend and holiday shifts included.

If you are passionate about delivering exceptional visitor experiences and driving the success of an award-winning heritage site, we'd love to hear from you!

Overall purpose of the post

The **Events Manager** will play a key leadership role in shaping and delivering an outstanding visitor experience at Chester House Estate. This role is pivotal in ensuring the seamless operation of events and visitor services, driving income generation and overseeing the strategic growth of our events programme.

Key responsibilities include:

- Leadership & Team Management – Leading and line managing the visitor services team, including the Events Venue Officer and casual Events Visitor Experience Assistants, to ensure the highest standard of service and engagement for all visitors.
- Business Development & Operations – Playing a key role in the development and enhancement of business operations and new income opportunities to maximise revenue and increase footfall.
- Strategic Event Growth – Expanding and diversifying our event offerings to attract a broader audience, enhance the visitor experience and create sustainable revenue streams for the estate.
- Financial Responsibility – Meeting delegated income targets set by the General Manager, ensuring efficient budget management through a balance of income generation and expenditure control.
- Duty Management & Leadership – Acting as a key member of the Chester House Leadership Team, providing operational support across the estate and serving as Duty Manager when required for the General Manager.
- Visitor Experience & Site Engagement – Ensuring that all events and visitor services align with the estate's mission, offering engaging, accessible and high-quality experiences that showcase the history, heritage, and community value of Chester House Estate.

Main accountabilities

- Deliver Outstanding Visitor Experiences – Organise and execute engaging visitor activities that bring Chester House Estate to life in new and innovative ways. Create immersive and interactive experiences that encourage repeat visits and enhance customer satisfaction.

- Develop and Enhance Major Visitor Events – Lead the development of main visitor events, ensuring they meet high standards of customer care, accessibility and engagement. Ensure all visitor areas are well-presented and maintained to provide a welcoming and memorable experience.
- Monitor and Analyse Visitor Feedback – Oversee and analyse Visitor Surveys, providing data-driven insights and actionable recommendations to the General Manager to continuously improve the visitor experience.
- Support Educational and Heritage Programmes – Collaborate with other managers to deliver educational activities, guided tours, and heritage talks for external groups, ensuring that Chester House Estate's history and cultural significance are effectively communicated.
- Financial Oversight and Resource Management – Monitor income targets and expenditure, ensuring efficient financial control over visitor services and events. Manage allocated resources, casual/seasonal staffing and budgets to ensure profitability and sustainability while complying with financial procedures.
- Drive Innovation and Business Growth – Identify and develop new business opportunities to increase income and innovation. Leverage customer feedback and team ideas to enhance event offerings, expand visitor demographics, and create new revenue streams. Provide hands-on support to colleagues in developing their business areas.
- Lead and Support a Strong Team Culture – Provide clear leadership, direction, and motivation to staff and volunteers. Maintain effective communication and ensure all team members are properly trained, supervised, and supported. Manage staff rotas and workforce planning in line with budgeted wage allocations.
- Enhance Customer Engagement and Digital Presence – Handle visitor enquiries, correspondence, and complaints in a timely and professional manner. Work closely with the marketing and social media team to amplify Chester House Estate's events presence through PR, content strategies, and digital storytelling.
- Ensure Site Security and Safety – Working with our Compliance Manager, Conduct Daily Duty Manager inspections, ensuring full site security during opening and closing, and maintaining a safe and secure environment for visitors, staff, and volunteers.
- Uphold Health & Safety Standards – Adhere to all Health & Safety and statutory regulations, ensuring compliance with site-specific safety checklists, risk assessments and emergency procedures to maintain a safe and enjoyable experience for all.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

PERSON SPECIFICATION

Post Title:	Events Manager
Grade	
Service Area:	Culture, Tourism and Heritage

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
Education and Qualifications	Graduate qualification (or equivalent experience) in Management, Business Studies, Marketing, Communications, Finance or related discipline.	Personal License holder. First aid trained Level 3 food hygiene certificate
Experience and Knowledge	Significant and proven experience of developing and managing events. Significant experience of managing large scale public events and activities. Experience with marketing and promotion. Experience managing teams from varied backgrounds. Demonstrated ability to grow a commercial operation. Experience of managing event P&L's.	Experience of working with volunteers or community groups Appreciation and understanding of the importance of the historic environment.

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
Ability and Skills	<p>Excellent customer service skills and high service standards.</p> <p>Strong relationship management and influencing skills</p> <p>Excellent planning and report writing skills</p> <p>Excellent time-management skills</p> <p>Confident, flexible and relaxed management style, able to communicate effectively with everyone.</p> <p>IT skills to manage a large EPOS and online book system.</p> <p>Experience working with a CRM system.</p>	<p>A dynamic leadership style, and the ability to manage a diverse permanent and seasonal team.</p> <p>Monitoring, evaluation and analytical skills</p>
Equal Opportunities	<p>Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs.</p>	