

## ROLE DESCRIPTION

<b>Job Title</b>	Events Officer
<b>Salary Band</b>	SCP 24 -26
<b>Reporting to</b>	Events Manager
<b>Directorate</b>	Strategic Communications & Corporate Affairs
<b>Team</b>	Events Team
<b>Political Restriction</b>	No

<b>1. Primary Purposes of the Post</b>
<ul style="list-style-type: none"> <li>To work across the organisation and deliver specialist engagement and event advice and activity.</li> <li>To promote the CA's reputation through innovative, professional and well-managed events.</li> <li>To coordinate and manage a portfolio of nationally and internationally significant events, maximising the impact of the Liverpool City Region brand.</li> </ul>
<b>2. Your responsibilities</b>
<ul style="list-style-type: none"> <li><b>Event delivery:</b> Work to deliver the Combined Authority's events programme both online and in person to support members to develop, share knowledge and connect with others.</li> <li><b>Event policy:</b> Review policy and procedure in relation to good practice for the delivery of events, communication and engagement activities.</li> <li><b>Point of contact:</b> Act as first point of contact for colleagues and key partners, providing high quality advice and guidance in relation to events and engagement activities.</li> <li><b>Online audiences:</b> Develop and maintain web resources to enable the Combined Authority to connect with new and existing audiences.</li> <li><b>Wider engagement:</b> Create, develop and maintain new and existing communication channels e.g., including growing optimisation of the Combined Authority social media channels, generating new content both through internal resources and working with third party service providers.</li> <li><b>Data collection:</b> Use data collection methods to measure and evaluate the success of digital channels and other such campaigns.</li> <li><b>Research:</b> Undertake market research to support the future strategic development of projects and programmes.</li> <li><b>Procurement:</b> Assist in procurement activities to source external communications, marketing and events services, providing data as required to inform the budget holder.</li> <li><b>Administration:</b> Assist with general administration including tracking and accounting for expenditure in key activity areas for e.g. delivery of events and communication programmes, informing the budget holder as necessary.</li> </ul>



- **Equality & Diversity:** Promote and implement the Combined Authority's Equality and Diversity policy

### **3. General Corporate Responsibilities**

- Collaborate with other departments and the wider organisation to support strategic priorities.
- Lead by communicating the corporate vision and supporting teams in its delivery.
- Model and promote adherence to LCRCA values, encouraging appropriate behaviours.
- Embed a customer-first culture with a can-do approach, focusing on local communities.
- Work with public and relevant bodies to support LCR's communities, addressing local concerns, tackling inequality, and improving life chances for residents.
- Participate in all training and development opportunities to enhance personal and team skills.
- Commit to continual personal development.
- Promote full consideration of the equality impacts of decisions on the full range of Protected Characteristics and be committed to equal opportunities by promoting non-discriminatory practices in all aspects of role.
- It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.
- All members of the Transport Team are expected to work collaboratively across all four service areas with the Team and, when required, undertake additional duties to ensure exceptional quality and delivery

### **4. Recruitment Plan**

Competency Based Interview  
Assessment

## PERSON SPECIFICATION

**Job Title:** Events Officer

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
A relevant public relations, events or engagement qualification.	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Experience of working in a communications, marketing, events or engagement environment.	E	A/I/FQ
Experience of working collaboratively with a range of colleagues and stakeholders to deliver events and/or engagement activity.	E	A/I
Experience of planning, sourcing, curating a wide range of engaging online and offline events supported by high-quality organised/catalogued content accessible online to the selected audience	D	A/I/T
Knowledge of data collection techniques and their use in measuring performance and impact in a marketing or communications environment	D	A/I
Experience of following administrative and financial processes including experience of procurement or buying methods/managing contracts, particularly within public sector organisations.	D	A/I

Skills and abilities	E = Essential D = Desirable	Identified By
IT and administration skills including proficiency in Microsoft 365 and basic graphic design tools such as Canva.com	E	A
Excellent interpersonal skills, with the ability to build relationships and collaborate effectively with diverse stakeholders.	E	A/I
Excellent organisation and planning skills	E	A/I
Willingness to work flexible hours, including evenings and weekends, to support event execution as needed.	E	A/I

Personal Attributes	E = Essential D = Desirable	Identified By
Willingness to learn and continue their professional development in this field.	E	I



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION

**Key to Assessment Methods:**

KO – Knockout question	A - Application	P – Presentation	T - Test
FQ – Filter Question	I – Interview	E – Exercise	AC – Assessment