

## ROLE DESCRIPTION

<b>Job Title</b>	Commercial, Leisure & Events Deputy Lead
<b>Service Area</b>	Mersey Ferries; Customer Services
<b>Salary Band</b>	SCP 33-36
<b>Reporting to</b>	Commercial, Leisure & Events Lead
<b>Responsible for</b>	Senior Coordinator
<b>Political Restriction</b>	This post is not politically restricted
<b>Abbreviations</b>	LCRCA- Liverpool City Region Combined Authority LCR- Liverpool City Region CA- Combined Authority

### **1. Primary Purpose of the Post**

The Commercial, Leisure & Events Deputy Lead supports the strategic development and day-to-day delivery of a varied and high-profile events and hospitality programme across the Liverpool City Region Combined Authority (LCRCA). This includes a wide-ranging programme of activity, from customer-facing and corporate functions to community events, commercial partnerships, and Mersey Ferries experiences - including daily River Explorer Cruises, themed day and evening sailings, private hires, Tunnel tours and special occasions such as wedding breakfasts. The postholder will support hospitality operations, including working with café operators, catering partners, and front-of-house services.

This is a senior operational role with responsibility for supporting long-term planning and helping to oversee delivery. The postholder will assist the Commercial, Leisure & Events Lead in coordinating the full lifecycle of events, from concept development and scheduling through to procurement, supplier management, logistics, safety, and customer experience. They may supervise staff, coordinate colleagues, and deputise for the Lead when required. They will work collaboratively with colleagues across LCRCA, including Marketing, Transport, Legal, and Finance teams, and with a wide range of external partners, venues, suppliers, and community stakeholders.

This role entails assuming responsibility for acting on behalf of a manager or providing leadership in the absence of a senior postholder. Duties may include making critical decisions, overseeing teams, and representing the organisation's interests in meetings or when engaging with external stakeholders.

The role also supports occasional filming and location hire across Combined Authority assets, helping to ensure these are well coordinated and professionally managed.

The successful candidate will help maintain high standards of customer service, accessibility, and commercial performance across all events and hospitality activities. They will be expected to lead by example, support safe and inclusive delivery, and contribute to the continuous improvement of experiences offered to residents, visitors, partners, and guests of the Liverpool City Region.



## **2. Your responsibilities**

### Event & Hospitality Planning

- Support the end-to-end delivery of strategic and commercial events, ensuring alignment with brand objectives, LCRCA priorities, and business plans.
- Contribute to the development and monitoring of clear KPIs for event success, including footfall, engagement, sales, and media coverage.
- Develop creative event concepts tailored to diverse audiences and stakeholders, in collaboration with the Lead and wider teams.
- Assist in the creation and delivery of detailed event plans, timelines, risk assessments, and contingency plans.

### Commercial & Strategic Development

- Support the identification of new revenue opportunities across hospitality and event services to help increase income generation.
- Assist with the packaging and pricing of hospitality and events products for business and leisure audiences.
- Help develop partnerships with corporate, tourism, education, and cultural sectors to broaden reach and income.
- Support the alignment of events with LCRCA's economic, social value, and inclusivity goals.

### Customer Services & Audience Engagement

- Promote an insight-led approach to event planning using audience data and feedback to improve design, participation, and satisfaction.
- Support the development and implementation of audience development strategies to increase reach across underrepresented groups.
- Help ensure events meet high standards of accessibility, inclusion, and customer experience.

### Team & Stakeholder Management

- Deputise for a manager or lead activity in the absence of a senior postholder.
- Support, mentor and help coordinate the Events team to deliver high standards across all activity.
- Work collaboratively across departments including Communications, Tourism, Corporate Affairs, Legal, Estates and Assets, and the Mayor's Office.
- Build and maintain effective relationships with regional, national and international stakeholders, including media, tourist agencies, corporate clients, tour operators, and community organisations.

### Venue Selection & Logistics

- Support the identification and coordination of venues that align with event scope, audience needs, brand identity, and cost-effectiveness.
- Assist with end-to-end logistics including catering, AV, security, health and safety, transport, and accommodations.
- Help develop and apply standardised processes for venue hire, setup, and compliance documentation.

### Programme Development

- Work with partners and internal teams to help curate high-quality entertainment, speaker, and content programmes.



- Support the delivery of programmes that are innovative, relevant, inclusive and aligned with event objectives.

#### Vendor & Contract Management

- Support and lead procurement activity and help manage vendor relationships across catering, audio/visual, décor, and transport.
- Monitor the delivery of services within procurement processes, agreed SLAs, budgets, and quality thresholds.
- Promote sustainability and ethical sourcing practices within procurement activity.

#### Promotion, Marketing & Comms

- Work with the Comms team to lead and support multi-channel campaigns promoting events regionally, nationally, and internationally.
- Use CRM and social media tools to help build audience interest and repeat engagement.
- Assist with the design and production of branded materials and digital content.

#### Registration & Attendee Management

- Support and lead robust systems for registration, ticketing, and guest communications.
- Help ensure GDPR compliance and data integrity in attendee communications.
- Coordinate guest services and customer support before, during, and after events.

#### On-Site Event Management

- Provide operational leadership during live events, coordinating teams and partners to help deliver seamless experiences.
- Act as a key liaison for VIPs, stakeholders, press, and performers during high-profile events, and deputise for the Lead where required.
- Troubleshoot and resolve operational issues promptly to maintain event continuity.

#### Post-Event Evaluation & Reporting

- Support the collection, analysis, and reporting of attendee feedback, stakeholder evaluations, and KPIs.
- Contribute to measuring event impact, including ROI, reach, and engagement, to inform future planning.
- Prepare post-event reports and presentations when required.

#### Digital & Website Management

- Support and lead the design, content, and performance of the hospitality/events section of the Mersey Ferries website.
- Work with digital teams to help drive bookings, optimise user experience, and maintain up-to-date information.
- Use digital platforms and booking software to help streamline sales and customer journeys.

#### Filming, Location & Creative Services

- Support the management of filming enquiries across Mersey Ferries and other LCRCA-owned locations.
- Coordinate internal and external stakeholders to support smooth location filming processes.



- Help ensure compliance with insurance, legal, brand, and safeguarding requirements.
- Contribute to the development of rate cards, contracts, and location portfolios to support growth of the film and media offer.

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

- To support the implementation of the City Region's Devolution agreement and wider strategic priorities.
- Effective leadership and management of staff within a Service/group of functions, encouraging a continuous improvement ethos to develop outstanding services/functions, where value for money is delivered and where innovation can flourish.
- Foster a positive working and learning environment, including the health safety and wellbeing of all staff, whilst ensuring accountabilities and priorities are clear to services, teams and individual. Ensuring a proactive management of employee relations, performance, and attendance.
- Promote understanding of and adherence to LCRCA values by modelling appropriate behaviours and encouraging others to do likewise
- Contribute and lead on the preparation of corporate plans, risk register, budget management and resource planning for the areas of defined responsibility.
- Own and manage the defined budget for the function; ensuring regular review and monitoring and the proactive action is taken as required.
- Ensure effective performance management, actively engaging with Combined Authority's performance management framework, delivering all personal and Service performance targets as agreed, managing identified risks, and contributing to the management of Directorate and Corporate risks.
- Demonstrate the Combined Authority's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken; promoting full consideration of the equality impacts of decisions on all the Protected Characteristics. Advance non-discriminatory practices in all aspects of work undertaken.
- Ensure compliance with legislation and Combined Authority policies and procedures in relation to governance including supporting the scrutiny process and the completion of the annual governance statement
- Be a proactive and collaborative member of the Combined Authority's Leadership Team, providing expertise, advice, and guidance as required.
- Display organisational behaviours of LCR First, Respect and Action Focus encouraging others to do likewise and role model the leadership expectations outlined in the Combined Authority Leadership Charter.
- Establish effective relationships and collaboration with constituent local authorities/bodies to support long term ambition and delivery of the Combined Authority Corporate plan.
- Ensure the development, provision and analysis of high-quality management information and documentation that is timely, accurate and meaningful.
- Embed a culture that places customers first, adopts a can-do approach and focuses on communities and working locally.
- Work with public and other relevant bodies to support LCR's communities, through services and activities which address local concerns, and which foster social capital and resilient communities.



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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.

This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

## PERSON SPECIFICATION

**Job Title:** Commercial, Leisure & Events Deputy Lead

<b>CRITERIA</b>		
<b>Qualifications and Training</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Degree or equivalent experience in Events Management, Hospitality, Tourism, Business Administration, Marketing, or related field	<b>E</b>	<b>A</b>
Evidence and commitment to continuous professional and personal development	<b>E</b>	<b>A</b>
Event & Hospitality Management qualification	<b>D</b>	<b>A</b>
Safety, Risk & Legal qualification	<b>D</b>	<b>A</b>
Leadership and Management qualification	<b>D</b>	<b>A</b>

<b>Experience and knowledge</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Substantial experience in planning, coordination, and delivery of a diverse range of high-profile events.	<b>E</b>	<b>A, I, AC</b>
In-depth knowledge of event-related legislation including licensing, food hygiene, fire safety, security, and public health.	<b>E</b>	<b>A, I, AC</b>
Experience of deputising for a manager or leading activity in the absence of a senior postholder.	<b>E</b>	<b>A, I, AC</b>
Demonstrable experience in supporting the development and delivery of events that generate income, enhance reputation, and align with organisational priorities.	<b>E</b>	<b>A, I, AC</b>
Experience working collaboratively with a wide range of internal and external stakeholders (e.g. marketing, digital, finance, insurers, film/media producers, tourist agencies and operators, suppliers, and cultural partners).	<b>E</b>	<b>A, I, AC</b>
Proven experience of supporting commissioning and managing third-party suppliers, including contract negotiation, performance management, and service evaluation.	<b>E</b>	<b>A, I, AC</b>
Experience of supervising, supporting or coordinating staff performance in a high-paced, customer-focused environment	<b>E</b>	<b>A, I, AC</b>
Experience of delivering inclusive, accessible, and insight-led events for diverse audiences, including underrepresented or vulnerable communities.	<b>D</b>	<b>A, I, AC</b>
Knowledge of best practices in digital engagement, including CRM, digital ticketing/booking systems, and online customer experience	<b>E</b>	<b>A, I, AC</b>



Understanding of the policy, governance, and reputational context in which a combined authority operates.	<b>D</b>	<b>A, I, AC</b>
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<b>Skills, Abilities and Personal Attributes</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Proficiency in event management software, customer relationship management (CRM) systems, and/or ticketing platforms.	<b>E</b>	<b>A, I, AC</b>
Demonstrated project management expertise, capable of overseeing multiple events.	<b>E</b>	<b>A, I, AC</b>
Proven experience in supporting the commissioning and management of third-party suppliers, encompassing contract negotiation, performance evaluation, and service assessment.	<b>E</b>	<b>A, I, AC</b>
Excellent written and verbal communication skills, with the ability to communicate effectively with colleagues, suppliers, partners, customers, and senior stakeholders.	<b>E</b>	<b>A, I, AC</b>
Strong commercial awareness, including experience of working with event budgets, supplier contracts, pricing approaches, and income generation in a customer-focused environment.	<b>E</b>	<b>A, I, AC</b>
Ability to plan, deliver, and evaluate a diverse portfolio of events e.g. conferences, corporate hospitality, community activities, filming projects, and large-scale public events.	<b>E</b>	<b>A, I, AC</b>
Excellent stakeholder management and relationship-building skills with senior colleagues, external partners, suppliers, community groups, and media stakeholders.	<b>E</b>	<b>A, I, AC</b>
Proven ability to support the management of location filming projects, working collaboratively with production companies and internal teams to ensure smooth, compliant, and commercially effective delivery.	<b>D</b>	<b>A, I, AC</b>

<b>Commitment and Behavioural Competencies</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
A commitment to follow and amplify the LCRCA agreed behaviours of LCR First, Respect and Action Focused.	<b>E</b>	<b>A, I, AC</b>
Builds an inclusive and psychologically safe culture, treating all individuals with respect and ensuring diverse voices are heard and valued, including supporting others to grow and develop.	<b>E</b>	
Highly resilient and takes full responsibility for decisions and outcomes, following through on commitments and holding self and others to high standards of performance and conduct.	<b>E</b>	<b>A, I, AC</b>
Flexible approach to working hours and willingness to work flexibly as and when required including an ability to attend meetings inside and outside the City Region	<b>E</b>	<b>A, I, AC</b>

**Key to Assessment Methods:**

HR/STD/RD/



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A - Application	I – Interview	P – Presentation	AC – Assessment
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