

Greater Lincolnshire

Combined County Authority 

Events Officer

About the role

The role will lead on the development, implementation and operation of events for the Greater Lincolnshire Combined County Authority. This will include business events and exhibitions, trade fayres, parliamentary launches, and public events. You'll be required to develop and test concepts with the Mayor and Senior Leadership Team, develop project plans for their implementation as well as ensuring they are delivered within agreed budgets. You will have proven experience in meeting statutory requirements (e.g. Health and Safety / requirements of Martins Law etc). You'll be able to secure sponsorship from events and ensure effective communications and marketing surrounding any events held.

Purpose of the job

- Lead the planning, commissioning, and delivery of high-profile events and related initiatives that support the Combined Authority strategic priorities.
- Design and implement an integrated approach to event management and commissioning strategies.
- Embed innovative ways of working to deliver impactful events that promote regeneration, community engagement, and economic development.
- Develop strong partnerships with internal teams, the Mayor, elected members, external stakeholders, and providers to ensure events align with corporate objectives and deliver measurable outcomes.
- Identify opportunities for funding and sponsorship to enhance event delivery and value for money.
- Ensure all statutory requirements are met in the running of events.



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Team structure



Duties

The core duties of the role include:

1. Plan, coordinate, and manage a diverse portfolio of events, including corporate, community, and regeneration-focused activities.
2. Ensure events are professionally delivered, meeting client needs and adapting to changing demands.
3. Develop and maintain an annual events calendar aligned with Greater Lincolnshire Combined County Authority priorities.
4. Source venues, negotiate competitive rates, and manage contracts for event services and suppliers.
5. Oversee event logistics, including audio-visual requirements, branding, and health & safety compliance and Martin's Law compliance.
6. Commission projects and schemes that integrate events into wider regeneration and economic development programmes.
7. Work across a number of teams and with partners on a wide range of projects; to identify local needs and translate strategic priorities into event-based initiatives.
8. Attract external funding and sponsorship to support event programmes.



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9. Monitor and evaluate event performance, ensuring delivery against agreed outcomes and budgets.
10. Provide expert advice and guidance on event management and commissioning practices.
11. Take personal responsibility for contributing to organisational transformation and changes in ways of working, maximising the benefits and efficiencies for both internal and external customers, including the promotion and use of self-service to achieve maximum cost effectiveness
12. Coach and mentor colleagues to embed best practice and innovative approaches.
13. Act as a role model, promoting creativity and resilience in responding to changing expectations.
14. Manage event budgets, ensuring cost-effectiveness and compliance with financial procedures.
15. Produce regular expenditure and performance reports.
16. Continuously seek efficiencies and value-for-money improvements across event delivery.
17. Build and sustain effective relationships with executive members, executive managers, businesses, community representatives, and partner organisations.
18. Represent the Greater Lincolnshire Combined County Authority at local, regional, and national events, exhibitions, and stakeholder meetings.



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Person Specification

Requirements	Where identified*	Essential	Desirable
An appropriate professional qualification or equivalent at degree level, e.g. marketing plus significant relevant experience.			X
Proven experience in raising organisational profile and implementing place marketing strategies to attract inward investment. Understanding the wider role and functions of the Greater Lincolnshire Combined County Authority.		X	
Well established project management skills at a professional level and a strong knowledge and application of some aspects of regeneration policy.		X	
Excellent interpersonal skills for working positively and persuasively with members, private sector senior professionals, external organisations, partnerships and networks.		X	
Ability to present to large groups, lead meetings, and ensure that discussions lead to a productive outcome.		X	
Up to date knowledge of a wide range of national and local economic development policy, and of the legislation affecting businesses, communities, and individuals in the field of economic regeneration.		X	
In depth knowledge of events for employers, investors, skills sectors and associated stakeholders. With an understanding of when Safeguarding needs to be incorporated based on event location and audience.		X	



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Understanding of a wide range of partner organisations and their strategies			
Proven negotiation and influencing skills giving the ability to quickly develop strong and open relationships with a range of personnel within the public and private sectors whilst being commercially and politically astute.		X	
Strong communication, influencing, and customer handling skills including the ability to be tactful, diplomatic and sensitive.		X	
Detailed knowledge of the external funding.			X
Ability to manage and report on significant capital and revenue budgets.		X	
Good IT skills in word processing, spreadsheets and power point.		X	
Flexible in approach to working with good time management skills.		X	
Ability to travel around the County and in the UK and keep appointments.		X	

Other Duties - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

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Do we want something about being commercially and politically astute?

