



# Job Description & Person Specification

Job Title:	Cultural Events Curator	Job Reference:	
Service:	Community and Leisure		
Location:	flexible (?)	Grade:	
Reports to:	Head of Community and Leisure		
Date:	05.10.21		
<b>Our Values: We expect all of our employees to live by and demonstrate the Council's five key values of:</b>			
<b>Accountability, Ambition, Empowerment, Integrity, Inclusiveness.</b>			
<b>Context</b>			
<p>This high profile role is key to driving momentum for the regeneration of Andover Town Centre through the organisation of a significant programme of events.</p> <p>As a leader with a reputation for co-creation and activation, the prime responsibility will be to lead, plan and develop a series of ambitious, quality, distinctive and inclusive events across Andover Town Centre to encourage footfall and repeat visits to support economic recovery, growth and culture-led regeneration.</p>			
<b>Main Purpose of the Job</b>			
<ol style="list-style-type: none"><li>1. You will work with the regeneration board to lead, plan, oversee and develop a series of creative, artistic and cultural events, pop-ups and festivals to drive the Council's vision for regeneration.</li><li>2. With full creative freedom and ambition for variety and flexibility of programme development, you will ensure the programme has synergy with and activates the place-brand values currently under development.</li><li>3. To maintain high levels of engagement with key stakeholders across all Council services, with Elected Members, members of the public and businesses to help drive forward the development of the Town Centre.</li><li>4. You will act as a pivotal activist for increasing vibrancy of the town centre, promoting regeneration towards delivery of the town centre masterplan.</li></ol>			
<b>Main responsibilities and duties</b>			
<ol style="list-style-type: none"><li>1. To lead on, curate, manage and oversee an extensive programme of events, activities, pop-ups and festivals, encouraging and increasing footfall across Andover Town Centre. Events will range from one-offs, recurring themes, family-friendly, seasonals and weekenders as well as working with the night-</li></ol>			

time economy.

2. Lead on meanwhile use (*temporary use of vacant or open spaces including retail, High St, car parks, open space*) in Andover Town Centre in line with the council's regeneration plan, monitor and report on performance and impact.
3. Create and promote a cultural events programme. Devise appropriate measures to evaluate the impact and inform longer term cultural regeneration opportunities. Curate local events by being creative and enterprising, to capture attention, animate streets and spaces, and to attract people into the town.
4. Through cultural and creative opportunities, bring the masterplan and place-brand values to life and demonstrate the potential of what can be achieved (and what can be attractive for sustainable investment). Underpin and promote the town centre brand to drive footfall and form part of recalibrating how people use and think about the town centre.
5. Provide professional advice to external organisations to support the delivery of town centre events in line with the council's values. Work with partners to create a town centre where shopping, working, living and doing business are positive experiences.
6. Build relationships and effective partnerships across a diverse stakeholder group, this will require political awareness and an intelligent approach to leadership.
7. Lead engagement activities with members, businesses, residents and other stakeholders to ensure they contribute to the approach to culture-led regeneration and the town centre events programme.
8. Act as the Designated Premises Supervisor for events (as appropriate). Create plans and risk assessments and apply for appropriate licences for events. Embed opportunities for learning, skills and employment across the events programme.
9. Monitor and evaluate performance and effective management of events budgets.

### **Supervision and management**

Coordinate and lead an events team from a number of stakeholder organisations. 1 direct report (1 FTE)

### **Resources**

Manage the town centre events budget.

### **Contacts and relationships**

Regular contact with General Manager of The Lights  
 Regular contact with Head of Community and Leisure  
 Regular contact with stakeholder events team  
 Regular contact with BID and local business community  
 Regular contact with regeneration team, members and external agencies  
 Regular contact with corporate comms team to ensure consistent marketing and promotion is aligned to emerging place-branding

**Working environment**

- This role will work from a variety of locations (in and around Andover).
- The role will require regular contact and engagement with multi-stakeholder groups

<b>CRITERIA</b> Everything included in this section needs to be able to be objectively measured in one of the following ways: application form, certificates, testing, interview or references.	<b>ESSENTIAL DESIRABLE</b>
<b>Educational and professional qualifications</b>	
A degree or equivalent or experience in Arts or Event Management	Essential
<b>Knowledge</b>	
Extensive knowledge of events and festivals	Essential
Delivery of high quality arts activities and events in indoor and outdoor settings	Essential
Awareness of successful approaches to cultural-led regeneration	Essential
<b>Experience</b>	
Experience of bid writing ie ACE grants , plus experience of partner procurement	Desireable
Experience of leading successful cultural-led regeneration events / projects	Desireable
Public arts project management / commissioning	Desirable
Considerable experience of outdoor event management	Essential
Experience in co-creation and creative ways of engaging with diverse stakeholder groups	Desirable
Strategic planning and delivery of events and activities.	Essential
Experience of marketing and events promotion	Desirable
<b>Key skills</b>	

Innovation and creativity Understanding of the Arts High level of interpersonal skills spanning a diverse mix of stakeholder groups to develop strong and productive relationships. Collaborating and Co-creation / production with stakeholders and communities Partner nurturing / development, relationship management skills Co-design ethos / opportunities with communities and partners Strong budget management skills Extensive local, regional and national networks Exceptional organisation skills Competency with IT systems	Essential Essential Essential  Essential  Essential Essential Essential Desirable Essential Desireable
<b>Personal qualities and behaviours</b>	
Passionate and knowledgeable in the arts, and cultural regeneration with the ability to motivate and enthuse others Leadership and ambassadorial skills to promote the town centre events programme and increase footfall and repeat visits Flexible and proactive approach to design of activities and events Be a leader and an activist in a political environment	Essential  Essential  Essential Essential
<b>Other Factors</b>	
Some evening and weekend working required	
<b>Corporate Responsibilities</b>	
<p>All employees are required to adhere to corporate policies, procedures and codes of conduct; full details can be found on the intranet or from your line manager. Particular aspects include:</p> <p><b>Health and Safety</b> – Every employee while at work has a duty to take reasonable care for the health and safety of himself/herself and of other persons who may be affected by his/her acts or omissions at work - Health and Safety at Work Act 1974.</p> <p>All employees are required to adhere to the Council's corporate policy, procedures associated with their duties and to undertake tasks/training in that context, as required.</p> <p><b>Safeguarding</b> – This Council is committed to safeguarding and promoting the welfare of children and young people and vulnerable adults and expects all employees and volunteers to share this commitment, and to adhere to the Council's Safeguarding Policy.</p> <p><b>Equalities</b> – This Council is committed to providing equal opportunities for all. We believe that employing people from different backgrounds with a range of perspectives and experiences helps us to deliver high quality services to all our residents. We employ people based on their abilities and potential, regardless of any protected characteristics.</p> <p><b>Social Media</b> - Employees are required to adhere to social media corporate policies</p>	

and to undertake tasks/training in that context as required. Employees must not bring the Council into disrepute through their use of social media either personally or on behalf of the Council.

**Financial** – Employees are required to adhere to the Council's financial regulations and to undertake tasks/training in that context, as required.

**Risk Management** – Employees are required to adhere to the Council's risk management strategy and to undertake tasks/training in that context, as required.

**Data Protection and Data Security** – We hold and process information about our customers and as such we are legally obliged to protect that information. Data protection is important for the Council, and employees are required to understand and adhere to relevant policies and procedures.