
Senior Event Manager

JOB DESCRIPTION

Job title:	Senior Event Manager – Royal Parks Half Marathon
Based:	The Old Police House, London, Hyde Park W2 2UH with travel to all parks
Salary:	£40,000-£45,000 per annum, depending on experience.
Terms:	Fixed term contract, on a full time basis terminating on 31 December 2022. 36 hours per week and may require some weekend and evening work. 26 days annual leave pro-rata plus public holidays (increasing to 29 days after 3 years' service). A pension scheme and healthcare plan are available.

Reporting to:	Head of Events, Filming and Commercial Development
Responsible for:	Event Manager
Internal relationships:	Head of Events, Senior Events Managers, Marketing & Communications Manager, Challenge Events Officer, Park Managers and Assistant Park Managers.
External relationships:	External event companies (LimeLight Sports), external partners, , sponsors, donors, suppliers, contractors and general public.

BACKGROUND

The Royal Parks is a charity created in March 2017. We manage over 5,000 acres of diverse parkland, rare habitats and historic buildings and monuments in eight Royal Parks across London. These are: Hyde Park, Kensington Gardens, The Green Park, St James's Park, The Regent's Park and Primrose Hill, Greenwich Park, Richmond Park and Bushy Park. We also manage other important public spaces including Brompton Cemetery and Victoria Tower Gardens. Our eight Royal Parks and other public spaces are among the most visited attractions in the UK with 77 million visits every year.

JOB PURPOSE

To lead, manage and oversee the successful operational and logistical execution of the Royal Parks Half Marathon (RPHM) which takes place in October 2022.

To manage the partnership with delivery partner Limelight Sports, the TRP Half Marathon even team and key event sponsors and charities.

About the Event:

Since 2008, The Royal Parks Half Marathon has gone from strength to strength and is now one of the most successful mass participation events in the running calendar. Owned by The Royal Parks (TRP) charity, and managed in close partnership with Limelight Sports, the race has already proven to be extremely popular. Public places for runners are allocated by a ballot with only 1 person in 8 lucky enough to get a place.

The business model has fundraising for charity at its core and the race has already raised over £55million for more than 1000 UK charities. It has also been sponsored by many household brands and has a strong corporate and international field.

Now in its 15th year, The Royal Parks Half has had an impact on many hundreds of thousands of people, from those motivated to take up running to those who have or will benefit from the charitable funds raised. It has also played a significant part in raising awareness of The Royal Parks and their value to London.

MAIN DUTIES/RESPONSIBILITIES

Take the lead on the strategic delivery of the annual Royal Parks Half Marathon:

- Manage the commercial and working partnership with Limelight Sports, ensuring the project team across both organisations is working together efficiently
- Have joint responsibility for the budget and income target including income projections, cash flow forecasting and budget reconciliation
- Monitor all areas of activity and produce regular reports as required
- Liaise closely with The Royal Parks Park Management and Events colleagues to ensure the event satisfies Park regulations and exceeds expectations
- Lead on the ambitious sustainability program and consistently push green initiatives
- Have joint sign-off of all marketing, digital and press communications, working with the Marketing & Communications Manager
- Attend the Steering Group, Strategy Advisory Group, Project team and Operations meetings
- Oversee the crisis communications plan and be able to react dynamically to live situations
- Management of sponsors, charities, ITOs in conjunction with Limelight Sports
- Oversee management of the new event registration system in conjunction with Limelight Sports

- Ensure continued ROI with the chosen fundraising platform
- Support the CRM team on public comments and complaints where necessary
- Liaise with all delivery partners such as caterers, security, marquees and production as required
- Work with Limelight Sports and key partners on the content and delivery of training workshops
- Oversee management of merchandise partners including finisher t-shirt purchase and facilitation
- Manage design and production of VIP area and VIP menus in conjunction with Limelight Sports
- Oversee the operations and logistics of race day requirements including implementing runner activations and engagement on the RPHM course and in the festival area on race day
- Allocate roles and responsibilities for all team members for event day in conjunction with Limelight Sports
- Prepare RPHM materials and documents as required
- Oversee the build, delivery and break down of all such events
- Evaluate the event and collaborate on the sponsor reports following the event
- Assist in charity recruitment/application process for 2023 event
- Demobilise current contract with event delivery agency

PERSON SPECIFICATION

Selection Criteria	Essential / Desirable
Experience	
<ul style="list-style-type: none"> Experience of working on high-profile mass participation sporting events 	E
<ul style="list-style-type: none"> Experience of leading, pitching and securing new event sponsors 	D
<ul style="list-style-type: none"> Significant experience of building and maintaining long term effective relationships with key event delivery partners. 	E
<ul style="list-style-type: none"> Experience of working the charity sector 	D
<ul style="list-style-type: none"> Proven experience of forecasting and budget control, managing budgets of up to £3.5m per project 	D
Skills, Knowledge and Ability	
<ul style="list-style-type: none"> Ability to lead and inspire team members and ensure The Royal Parks is at the forefront of fundraising and mass participation event knowledge 	E
<ul style="list-style-type: none"> Highly organised with ability to prioritise a heavy workload, manage tasks simultaneously and perform effectively under pressure 	E
<ul style="list-style-type: none"> Excellent interpersonal skills including team working, negotiating and problem solving 	E
<ul style="list-style-type: none"> Ability to work under own initiative and operate a flexible approach 	E
Other	
<ul style="list-style-type: none"> High standards of personal conduct, honesty and integrity 	E
<ul style="list-style-type: none"> Enthusiasm for fundraising and the Royal Parks with a commitment to values of being responsible, excellent, inclusive, open and respectful 	E