

Norwich Business Improvement District (BID) Limited

Job Description: Events Manager

Job Title:	Events Manager
Reporting to:	Head of Operations
Salary:	Negotiable, up to £33,000, depending on experience
Hours:	37.5 per week
Holiday:	25 days p.a. plus English Bank Holidays
Pension:	Up to 6% Employee contribution with a matched up to 6% Employer contribution
Notice Period:	Two months after a successful three-month probation period
Other:	Statutory entitlements

Introduction

Since 2017, Norwich BID has worked on behalf of local businesses, to deliver a varied and comprehensive program of projects that benefit the city. We are funded, managed and led by these businesses, and – over the last decade – have delivered work which we know has had a positive impact on people who live and work here. This is a proud, city-wide collaboration that makes a difference.

Our vision is to drive the sustainable success of Norwich business, to make ours the most sought-after city in the UK. The BID is not-for-profit: a collective of local organisations working together to deliver the changes they want to see to drive Norwich forward. Everything we do – every investment we make – is on behalf of local businesses, to make this city thrive.

The BID delivers a wide programme of work, including the management of the city's official destination marketing organisation – VisitNorwich, and Norwich's talent attraction and inward investment brand – Work in Norwich.

About Us

Norwich BID represents over 700 business and education organisations in the city, as well as another 100 businesses who are part of our VisitNorwich membership. These businesses represent the commercial, retail, leisure, tourism, education and third sectors in the city, and are the driving force behind everything we do.

The success of Norwich is our priority. We want to raise the city's profile as an unbeatable place to live and work, too: Norwich frequently tops best-places to live lists, featuring once again in the Times' seminal list in 2024, in which the city was described as a 'longstanding Best Places to Live favourite'.

And we want to help businesses here trade as productively, efficiently and sustainably as possible: Norwich has one of the highest rates of productivity

growth of all UK large towns and cities (between 2010 – 2021) and has an average GVA per hour above the UK average. The city boasts six key growth sectors, including financial services, life science, advanced manufacturing, food and drink, digital and creative industries. All of this within one of the most unique settings in the UK: Norwich is the only English city with a national park running through its heart, and – from our urban centre – you can find yourself in beautiful coast and countryside within half an hour.

Role Summary:

The Events Manager is responsible for delivering events and projects that make Norwich city centre a great place to live and work, as well as making the city shine, from free events to Christmas lights. Encouraging people to return to Norwich again and again.

This role sits as part of our operations team, providing events as part of our wider BID projects with colleagues and co-ordinating delivery and oversight with the other functions of the BID.

The position reports to the Head of Operations and contributes to the Operations Team, to assure the BID's accountability to all levy payers and ensuring its effective operation.

1. To deliver, coordinate and organise a range of key events, projects and activities for Norwich BID.
2. To oversee, lead and manage all operational aspects of the BID events, including Wine Week, Cocktail Week, Restaurant Week, and major festival projects, such as Love Light.
3. To deliver successful events for the city centre business community and to fulfil event implementation.
4. To create and prepare project plans, timelines, milestones and budgets to effectively deliver the events using appropriate BID processes (Monday.com).
5. To work closely with the BID team, partner organisations, providers and others.
6. To lead on the planning and delivery of assigned events and to effectively liaise with partners.
7. To implement events related logistics such as EMP, venue hiring, H&S, licensing, First Aid, AV requirements, caterers, exhibitors, floorplans, equipment hire, liaising and working with all contractors/suppliers.
8. To conduct onsite event and conference delivery.
9. To line manage a team of supporting operational roles, including event support roles, the City Hosts and volunteers as required for events.
10. To oversee invoices in accordance with budgets and work with finance processes of the organisation.
11. To create and work within viable budgets.
12. To maintain project documentation of the event processes relevant to the post.
13. To deliver data capture and analysis against BID criteria to further BID relationships.

14. To support your line manager in delivering the aims of the BID.

Key Responsibilities:

Event Management

Responsible for event delivery, coordination and associated processes and systems to ensure the BID annual events calendar, as set in the annual BID plan, and that the reputation of the companies and Norwich city centre is maintained to the highest quality.

Implement the events and conferences, as key deliverables in the 5-year business plans of BID and achieve the objectives outlined in the individual project plans.

Develop an annual event delivery plan in line with the BID business plans and strategies detailing the year's activity as part of the company's objectives.

Monitor and track event and conference performance, innovations and competitor best practice, identifying areas for development for the businesses and feed into decision-making and strategy.

Communication and Marketing

Communicate to BID businesses, partners and other organisations, via email, telephone, social media and website internally and externally as appropriate.

Deal with routine telephone and email enquiries from delegates, businesses and other organisations, including requests for reports and updates on conference or event activity.

Implement and deliver event marketing to ensure Norwich is promoted as an effective commercial destination.

Participate in project boards and groups as appropriate.

Targets and Evaluation

Provide monitoring and evaluation of conferences and events to effectively measure the delivery of BID objectives and their outcomes

Person Specifications:

Qualifications

5 GCSE's (A-C) or equivalent, including Maths and English
Educated to degree level and/or equivalent professional experience

Experience/Knowledge

Experience of leading on the planning, organisation and delivery of a range of events

Proven excellent organisational skills

Experience of conference organisation and administration

Demonstrated interpersonal and relationship management skills
Experience of successful monitoring and analysis conference and events

Skills

Excellent software skills, including word-processing, spreadsheets, internet procedures, and database applications
Excellent verbal, interpersonal and communication skills with the confidence to liaise with a wide group of public and private sectors
Effective written communication skills
Ability to meet tight deadlines
Ability to handle multiple work streams simultaneously
Good time management skills with the ability to prioritise a varied and diverse workload and to work independently

Attributes

Ability to work in a team
Good motivator of colleagues
Proactive and flexible working approach
Flexible towards working hours

To apply, please email info@norwichbid.co.uk

For an informal discussion please contact the Norwich BID office on 01603 559570 or email as above