

## Job Description

<b>1. Job Title</b>	<b>Destination Event Executive</b>
Department	DMO
Service	DMO
Team	Events Harrogate
Date prepared/Revised by	August 2022
Post accountable to	Destination Events Manager
Post directly responsible for employees (number of workers)	N/A
<b>2. Main purpose</b>	
To support the Destination Event Manager in the attraction of business and leisure events to the District and the delivery of Harrogate Borough Council's Event Strategy.	
<b>3. Key Contacts</b>	
<p><b>Internal:</b> All Convention Centre, Destination Harrogate and Borough Council colleagues. Specifically Sales, Planning and Marketing. Plus Operational teams including Catering, Technical, Front of House, Maintenance and Security.</p> <p><b>External:</b> Prospect and current clients, venue and industry suppliers, networking links, media organisations at a local, regional and national level.</p>	
<b>4. Main Accountabilities</b>	
<p>Support in the attraction of new business and leisure events through exceptional research and lead generating activities</p> <p>Support in the attraction of new business and leisure events through activities aimed at converting event leads</p> <p>Support the Destination Event Manager in the delivery of Harrogate Borough Council's Events Strategy with the purpose of attracting visitor expenditure and driving economic growth</p> <p>Support the Destination Event Manager and Partnership &amp; Commercial team to maximise of income generating opportunities from the activities of the Events Harrogate</p>	
<b>5. Standard Accountability Statements</b>	
<p><b>Health and Safety</b> You are required to comply with the Council's Health and Safety Policy and to take such steps as are reasonably practicable for your own health and safety and that of your colleagues at work and those affected by your work. You must comply with your safety responsibilities and must co-operate with management in all respects for the full implementation of the Council's Health and Safety Policy. Your safety responsibilities are shown on the Safety Responsibility Statement (SRS) for your post.</p> <p><b>Equality and Diversity:</b> The post holder must adhere to all policies and procedures relating to equality and diversity in the workplace and provision of services.</p> <p><b>Learning and Personal Development:</b> The post holder has a personal responsibility for his or her own learning and development, and will maintain up to date records of achievement and attendance as required. The post holder must undertake the learning and training identified in the job skills matrix, and other relevant training that is identified and agreed with their manager.</p> <p><b>Data Security:</b> Harrogate Borough Council staff must, at all times, maintain personal responsibility for the safe and secure movement of data within, into and out of the authority.</p> <p><b>Safeguarding Policy and Procedures</b> The post holder will adhere to all the Council's Safeguarding Policy and Procedures</p>	

<b>6. Job activities (for each accountability there should be no more than 4 or 5 activities) Main duties and responsibilities relating to accountabilities identified above</b>	
1.0	<b>Support in the attraction of new business and leisure events through exceptional research and lead generating activities</b>
1.1	Source, research, qualify and prioritise new event leads for Harrogate District through phone, database and internet research, ensuring supply of future event bid prospects
1.2	Research key industry sectors with a view to generating sales leads and potential local hosts/ambassadors for national conventions/conferences
1.3	Support in the management of an Ambassador Programme to help attract new events
1.4	Coordinate the delivery of Events Harrogate tradeshow presence including attendance, set up/break down, appointment coordination, partner support etc.
2.0	<b>Support in the attraction of new business and leisure events through activities aimed at converting event leads</b>
2.1	Coordinate small to medium sized event proposals on behalf of the Harrogate District including venues, accommodation, social programming etc.
2.2	Support the Destination Event Manager in the development of major event bids.
2.3	Support partner venues in their bids for events where relevant
2.4	Respond to incoming event enquiries. Establish next steps i.e. prepare event bid/proposal, pass directly onto partner venue etc.
2.5	Work with the Place Marketing Team to produce Events Harrogate marketing materials, for example, the Harrogate District Event Planners' Guide, bid/proposal templates etc.
2.6	Coordinating and hosting familiarisation trips/site inspections with event organisers
2.7	Day to day management of venue related data, working with the Web Manager to ensure venue data is updated as necessary.
2.8	Support the Destination Events Manager in the management of Subvention Funding
3.0	<b>Support the Destination Event Manager in the delivery of Harrogate Borough Council's Events Strategy with the purpose of attracting visitor expenditure and driving economic growth</b>
3.1	Support the Destination Event Manager in the procurement of suppliers contracted to deliver events on HBC's behalf.
3.2	Provide support to the Destination Event Manager in ensure the HBC and relevant DMO/place brand is present at events receiving support from HBC or the DMO.
3.3	Support the Destination Event Manager to ensure all supported events conduct a post event evaluation.
4.0	<b>Support the Destination Event Manager and Partnership &amp; Commercial team to maximise of income generating opportunities from the activities of the Events Harrogate</b>

4.1	Support the Destination Event Manager and Partnership & Commercial Manager to ensure the Events Harrogate website and incorporated digital software (accommodation finder, venue finder etc.) are being maximised in order to generate income for the DMO.
4.2	Support the Destination Event Manager and Partnership & Commercial Manager to ensure commercial and partnership opportunities are maximised in relation to trade show presence, campaigns and all other Events Harrogate activities.
5.0	<b>General Responsibilities</b>
5.1	Ensure exceptional product knowledge of Harrogate District in terms of venues, accommodation, transport, social programing etc.
5.2	Produce reports as required by the Destination Event Manager and Head of DMO.
5.3	The duties and responsibilities listed are not exhaustive and may vary dependent on the changing needs of the DMO and Council. The post holder will be expected to undertake other duties as appropriate and as directed by his/her line manager.