

<b>Post Title:</b>	Events & Entertainment Manager	<b>Post Number:</b>	CS0882P
<b>Daily Supervision:</b>	Venue Manager	<b>Grade:</b>	CSS Scale 7
<b>Department:</b>	The Drill	<b>Last Updated:</b>	March 2026

**Our Purpose: Be Ready...**

*Realise Aspirations, Shape Futures, Serve our communities*

**Our Code:**

We CARE deeply about achieving outcomes in the right way and expect staff and students to behave with....

Community

Accountability

Respect

Excellence

**Job Purpose**

The Events and Entertainment Manager (EEM) is responsible for the booking and programming of events at The Drill, the engagement of promoters, agents and artists, agreeing fees, riders and itineraries. They will also be responsible for the marketing of The Drill’s events including oversight of graphic design and social media coverage. The EEM will also act as the first point of contact and offer bespoke customer service to the larger acts and their management teams.

The EEM will be responsible for building relationships with other venues of a similar size around the country and engaging with industry experts in order to increase the commercial viability of the venue. As a member of the management team, the EEM will champion excellent customer service at all times and oversee the running of the venue as Duty Manager as required.



## Principal Duties and Responsibilities:

1. Develop a full, commercially viable programme of events to achieve The Drill's revenue target.
2. Ensure that events offer an appropriate balance of Commercial, Community and Curriculum focus.
3. Provide accurate and timely sales forecasts for future events.
4. Build rapport and develop strong business partnerships with local and national promoters and booking agents delivering the best margin possible for The Drill.
5. Co-ordinate the activity of other College departments to deliver an excellent, consistent service.
6. Ensure all events are promoted through appropriate avenues – social media, posters, media.
7. Oversee all events management aspects during high profile events – to include health and safety.
8. To ensure that contracts and service level agreements are drawn up in line with standard College practice and meet the audit requirements of the College.
9. To analyse Spektrix data to inform events booking and programming strategy.
10. To oversee the running of the venue as Duty Manager when required.
11. To attend regular meetings with associated college staff members.
12. To accept responsibility for the implementation of the College's Equal Opportunities policy throughout all personal contacts in the College and within this area of responsibility.
13. To maintain professional standards and expertise by undertaking relevant professional development, including ensuring that knowledge regarding changes to relevant legislation is kept up to date.
14. To maintain quality standards appropriate to the post.
15. To conform with the Health and Safety requirements relevant to the post.
16. To be responsible for the safeguarding and promoting the welfare of children wherever applicable within the role.

**N.B. This is not a complete statement of all duties and responsibilities of this post. The postholder may be required to carry out other lawful and reasonable duties as directed by a supervising manager.**



## Person Specification

Knowledge	PSM
1. Extensive experience of the events industry, including programming, booking and running live shows.	A/I
2. Professional qualifications in marketing and/or events management.	A/I
3. Experience of marketing shows/events.	A/I

Skills/Abilities – Interpersonal	PSM
4. Excellent events management skills.	A/I
5. Ability to communicate orally and in writing to a high standard.	A/I
6. Knowledge of live events production.	A/I
7. Ability to work in a fast paced environment.	A/I
8. Ability to contribute to and function effectively as part of a team.	A/I

Experience	PSM
9. Recent relevant supervisory experience within an events management environment.	A/I
10. Recent relevant management experience in the entertainment industry.	A/I

Work Related Circumstances	PSM
11. Ability and willingness to undertake relevant staff development.	A/I
12. Ability and willingness to work additional hours/occasional additional days/occasional holiday cover	A/I

Skills/Abilities - Other	PSM
13. Responsibility for safeguarding and promoting the welfare of children wherever applicable.	A/I
14. The ability to promote equality, diversity and inclusion throughout all aspects of the role.	A/I

<b>Prepared By:</b>	<b>Mark Taylor – Director of Business Development</b>
<b>Date:</b>	<b>December 2021</b>

Proposed Selection Method Key (PSM)		
<b>A = Application</b>	<b>I = Interview</b>	<b>T = Test</b>



# VISION 2030

LINCOLN COLLEGE GROUP STRATEGY 2025-30

OUR PURPOSE *BE READY...*

REALISE **ASPIRATIONS;**  
SHAPE **FUTURES;**  
SERVE OUR **COMMUNITIES.**

## OUR CODE

Our Group Code sets the tone of how we behave and achieve our Purpose because **You Matter**.

We **CARE** deeply about achieving outcomes in the right way and expect staff and students to behave with...

### COMMUNITY

We will prioritise empathy, compassion and wellbeing. Our goal is to develop a positive community where the mental and physical health of staff, learners, governors and key stakeholders is emphasised.

### ACCOUNTABILITY

We will all act with integrity and transparency, take full ownership of our actions and deliver on our commitments, impacts and outcomes.

### RESPECT

We will all create an inclusive environment where everyone is valued, trusted and treated with consideration, kindness and fairness.

### EXCELLENCE

We will all drive innovation and pursue extraordinary quality through an "ambitious spirit", consistently striving for the highest standards in all we do.

## OUR PRIORITIES

Over the next five years we will achieve "Our Purpose" by delivering on our strategic priorities set out in full detail in 7 strategic plans.

In summary we will:

