

JOB DESCRIPTION	
Job title:	Festival Business Manager
Reports to:	Commercial Services Director
Department:	Commercial Services
Direct Reports:	Festival Project Assistant
Hours:	Annualised 1950 Hours equating to 37.5 hours per week Hours to be worked in line with the business needs with the expectation that more would be required during the festival site build and operational period to include evenings and weekends.
Revision Date:	December 2022
Job Purpose	
<p>The role of Festival Business Manager is absolutely key to the successful delivery of Festival operations. Working with 3 partner organisations, the Festival Business Manager is responsible for mobilising Edinburgh University Students' Association's iconic and unique spaces into festival venues for the month of August. The postholder leads the planning and delivery of the commercial and support facilities which cater to the c.1 million theatre goers and visitors who pass through our spaces.</p> <p>The Festival Business Manager will lead the organisation and management of all Festival activity for the Students' Association, ensuring that the expectations of key stakeholders and partners are met. The dimensions of the Festival operations are significant, encompassing 17 pop up bars, 18 external food traders, over 250 staff, and 40 performance spaces with some operations running 20 hours per day for 27 days straight.</p> <p>The role requires significant and effective coordination and collaboration with all key managers and departments on the Festival so being able to establish positive and constructive relationships is critical.</p> <p>Financial management acumen is key, ensuring successful delivery of the multi-million pound sales and budgets, and key financial targets for the Festival.</p> <p>The postholder must be a highly skilled project management and be able to evidence all aspects of the delivery of large scale events to enable them to deliver site planning and delivery for all key Festival sites.</p> <p>Not limited to Festival, the Students' Association are proud to collaborate and host a large number of other events throughout the year. You will bring your skills and positive attitude to support the planning and delivery of any other key events in the Association diary such as Welcome Week, Pride, Christmas Lights switch on and any other activities as required.</p>	

Main Duties and Responsibilities

Overall responsibility for the planning, set up, delivery and take down of Festivals across the Student Association Estate. This includes but is not limited to:

Carrying out all pre-planning work including:

- Deciding layout of venues in liaison with festival partners and Venue Operational Teams
- Creating venue drawings considering customer flows and placement of units
- Liaison and booking of contractors for goods and services
- Creating schedules and timelines
- Working with our Festival partners who occupy the venues to ensure seamless planning between stakeholders
- Working with and building relationships with key individuals from Students' Association departments to ensure successful festival delivery
- To lead and coordinate all festival meetings with all departments and partners
- Work with key sponsors to ensure maximum income generation for the Association
- Liaison with key stakeholders including: the Fringe Society, the University, The Council, Licensing, the Police, Food Safety and Planning authorities
- Creating relationships and booking food traders to maximise our offering across venues
- Work closely with the Trading Operations team to manage the food and bar operations across the venues
- Work closely with the People and Development Department to drive a successful yearly recruitment campaign for the Festival
- Assist in training and development of staff for successful delivery
- Working with the Marketing Department to drive a successful marketing campaign including development of signage plan
- Budget development and management thereof – financial accountability for profit and loss account
- Lead on all site health and safety and paperwork including development of risk assessments, event plans and training

Event Build

- Key Contact onsite for the build across all venues ensuring the event is set up safely as per plans and all contractors and departments are delivering to plan and schedule
- Work with partners as they arrive on venue to ensure safe and efficient hand overs of spaces and areas as required
- Close management of appointed contractors and sponsors

Event Delivery

- Main point of contact across the full operational period to ensure successful delivery
- Problem solving and troubleshooting on a day to day basis using the resources of the Students' Association as required and own initiative

- Regular liaison and catch up with festival partners as required and main point of contact for any queries above venue management

Event Derig

- Ensure the event derig happens in a timely and safe manner, ensuring the venues and buildings are returned to pre festival state ready for Welcome Week and Semester 1
- Close liaison with Festival partners to do handovers of buildings and spaces

Post Event

- Reconciliations, reporting and financial work required to close off festival accounts working closely with partners and the Finance team

General skills and Responsibilities

Work closely with the Commercial Services Department and the rest of the organisation to support in areas and events as required. This includes but isn't exclusive to Welcome Week, Pride, Graduations, Christmas Light Switch on and any other events / activities requiring support.

- Lead and act as a role-model, within a high-performing and inclusive culture, in line with the Students' Association values.
- Effectively manage the resources of the Association including managing the activities of the department within the agreed budget.
- Personally provide a high standard of customer service and maintain a charismatic, presentable, positive and calm attitude at all times.
- Actively seek out and cultivate relationships with partners that help to maximise the commercial potential of the Festival.
- Provide written or verbal reports to senior management when required.
- Resolve on-the-job issues and operational problems as they arise, and help develop long term solutions.

Shared Head of Department Responsibilities

- Be a collaborative and effective member of the Students' Association's Heads of Department team, and work on organisation-wide initiatives as part of that team as appropriate, including some outside or the direct remit of the post.
- Contribute as appropriate to any other organisation-wide developments and activities (e.g. strategic planning, collaborative projects, staff days etc.)
- Ensure the Students' Association's values, particularly student leadership, are prevalent in both personal and departmental approaches to all work and decision making.
- Update the Senior Management Team (through the relevant SMT line manager) on a regular basis on all aspects of the department's performance and activities.
- Set, manage and monitor the departmental budget for the department, and support other budget-holders within the team in this activity.
- Carry out relevant business and financial processes accurately and in a timely way (e.g. payroll, recharging, monitoring of monthly accounts).

Key Relationships

- Senior Management Team
- Commercial Services Heads of Department
- Trading Operations and Business Development Teams
- Head of Estates
- Director of Marketing & Communications
- External Festival partners, clients, suppliers and contractors
- Key council departments including licensing, police, planning and public safety
- University Festival Office and other staff as appropriate

OTHER:

- The Student Association's overall ambition is that 'By 2025, we will be a high performing students' union, valued by our members, delivering outstanding support and services for a vibrant, well-rounded time at university' Our staff are essential to fulfilling this ambition.
- A commitment to the delivery of the Students' Association's Strategic Plan through the implementation of departmental plan activities.
- A positive and respectful attitude to all Students' Association staff, its management, the organisation as a whole, and its members, clients and partners.
- Ensure that every student, staff member or visitor using any of our services has the best possible experience of that service and of the Students' Association as an organisation.
- Adhere to and support Students' Association's Ethical, Environmental and Health and Safety policies and procedures.
- A commitment to training and development of self and others.
- Any other appropriate duties as reasonably required by your line manager, Departmental manager or Senior Management.

PERSON SPECIFICATION			
Job title:		Festival Business Manager	
Person Summary			
<p>An enthusiastic, positive and extremely competent person with demonstrable experience of delivering large scale high impact Events. A person with very high expectations of themselves and others, with a passion for delivering outstanding world class events and the ability to maintain and deliver high volume complex services to an exceptional standard.</p> <p>An effective manager who is assertive, energetic, determined, robust and sufficiently resilient to cope with the demands of the role.</p>			
Required Experience		Essential	Desirable
Proven success in a management role in a similar area of activity to achieve strong results in a customer-focused environment.		X	
Managing within a target-driven environment, with a strong track record of setting stretching and achieving financial goals.		X	
Proven evidence of business development skills and delivering results through identifying new opportunities and developing existing opportunities.		X	
A track record of working in and forging successful partnerships and of engaging with a wide range of internal and external stakeholders.		X	
Experience of negotiating significant commercial contracts.		X	
Management experience of working in high volume customer service and operations role.		X	
Project management experience of effectively working as part of a management team, and of delivering objectives.		X	
Experience of managing compliance in Health and Safety, Licensing to maintain high levels of customer safety.		X	
Ability to produce written reports and presentations to a high standard.		X	
Demonstrable experience of delivering large scale events/ Festivals.		X	
Skills and Attributes		Essential	Desirable
Strong understanding of effective commercial performance and principles.		X	
Strong entrepreneurial skills. Specifically, the ability to identify new opportunities, develop service offers, and implement.		X	
Strong numerical skills including responsibility for budgets, achieving challenging financial targets.		X	
A confident and effective communicator with both written and oral skills to a variety of audiences.		X	
Ability to build relationships with key partners and customers.		X	
Good understanding of Microsoft Office IT Applications, in particular Excel.		X	

Outstanding organisational and project management skills and ability to manage competing priorities.	X	
Good decision-making skills.	X	
Understanding of the student movement and of student trends and priorities.		X
Effective leadership and management skills.	X	
Ability to multi-task, overseeing a number of different areas, managing different expectations	X	
Training and Qualifications	Essential	Desirable
Educated to degree level standard and can demonstrate degree or equivalent qualifications.		X
Educated to Highers/ A-level standard or above.	X	
Health and Safety Qualification (IOSH or NEBOSH)		X
Evidence of ongoing professional development.	X	
Our Purpose		
To enhance student life at the University of Edinburgh by providing representation, services, activities and support.		
Our Principles		
<p>Our core principles are the most important way in which we define who we are. They guide our strategy, inform our everyday decisions and influence our behaviour, both as an organisation and as individuals representing the Students' Association.</p> <ul style="list-style-type: none"> • Student led – prioritise work and services that matter to students • Power to change – be strong representatives, campaigning for students • Diverse student communities – a sense of belonging for all • Open and helpful – in our communications and interactions • Collaboration – harnessing the benefits of working together • Ethically and environmentally responsible – conscious of our impact • Social enterprise – trading, with multiple benefits for our members 		