

## Job Description: Events Manager

**Salary:** £25,000 - 30,000 per annum

**Target Start Date:** February 2022

**Employment Type:** Full Time

### What is the role we are recruiting for?

We are looking for a passionate Events Manager to strategically plan and coordinate races and events at Herne Hill Velodrome (HHV). Our destination site hosts around 100 events every year, across a range of cycling disciplines. We have a strong and established community of racers and volunteers, a historic and iconic venue and opportunities to develop our offering further, so this really is a chance to have a huge impact on the London Cycling Scene. We're looking for someone with experience of organising either cycling races or large scale events and a good grasp of social media, who's willing to challenge themselves in developing their skillset as the role grows.

You will report to: Cycling Manager

### What would your responsibilities be?

- Organise and deliver grassroots cycling events including a weekly track league and other track, road and off-road events throughout the year
- Lead and support the organisation of major events at HHV
- Coordinate an annual calendar of events, avoiding clashes and conflicts and making events as accessible and well attended as possible
- Support volunteer event organisers, valuing and appreciating their contribution to the sport and the site. Advise them on their events and put in place systems to make it an easy venue to host races
- Build relationships with local British Cycling representatives, race organisers, community groups, sports and cycling clubs
- Develop the events we offer to improve the experience of riders and spectators and attract new people to the site.
- Work alongside our existing team to manage and establish partnerships with sponsors and key stakeholders
- Manage HHV social media accounts; increasing our following and interacting with followers



## How would you contribute to Herne Hill Velodrome's success?

HHV is one of the few velodromes in the country. It is a cycle racing facility with a rich history of competition, and so naturally race events are a major priority. This role would be paramount in ensuring we cater for the existing London cycling community, as well as growing the sport locally and nationally. We aim to provide regular, exciting and accessible racing for riders and spectators. The revenue and promotion provided by events helps us grow Herne Hill Velodrome, allowing us to reach more people and have a significant positive impact on our user's lives.

## What skills, strengths, experience, and attributes would be desirable for the role?

- Be passionate about cycling and increasing opportunities for a diverse range of users to ride and race
- Have experience planning and delivering events of all sizes
- Have experience planning and implementing successful marketing campaigns across a range of platforms and media
- Have a keen interest in cycling and an awareness of how the sport is structured, from grassroots to elite level
- Experience working with sports clubs or community groups in previous jobs or volunteer roles
- Be personable and a good communicator, able to build productive and lasting relationships with community groups, riders and clubs
- Be organised and efficient, able to plan, implement and deliver events
- Be able to reflect on your practice, continuously developing your role and its purpose
- Be able to collaborate with other staff members, trustees and key stakeholders to help HHV deliver its wider goals
- Be willing and able to work 37.5 hours a week at HHV, include regular weekend and evening work as required and agreed with line manager
- Good practical understanding of Google IT product suite or Microsoft office

## Why join us?

- Salary: £25,000 - 30,000 per annum
- Company Pension
- 33 days holiday (excluding bank holidays)
- Professional development and funding for new qualifications
- Free access to cycling sessions
- Performance related pay and progression

But more importantly the chance to:

- Work at a special venue close to many people's hearts as a key part of the community



- Make a difference to the sport and see first hand the difference you make
- Develop your skills and knowledge and be given autonomy and responsibility

### **What is Herne Hill Velodrome like as a place to work?**

We are a small close team, well supported by a large community of volunteers. We work collaboratively, always striving to be innovative and creative, whilst taking ownership of our work and its impact. In every role there's a healthy mix of administrative work and hands-on delivery of sessions and events.

We expect you to be committed to helping HHV achieve its aims; working hard and reflecting on your work. You can expect a passionate, open and energetic work environment where your opinions and input are valued. We will do our best to understand your goals and motivation, empower you to make a difference and recognise and reward good performance.



The Herne Hill Velodrome Trust is the charity (Charity Commission number 1140128) established in 2011 to lead the refurbishment and renewal of the Herne Hill Velodrome site for current and future generations of cyclists.