

JOB DESCRIPTION

Job Title	General Manager - Events and Entertainment
Job Reference Number	YT2653
Closing Date	Friday 2 October 2026
Interview Date	Thursday 15 October 2026
Location	Heywood Civic, Middleton Arena and other sites as required
Pay Band	Band 7, £44,072 - £49,389 per annum (pro-rate for part time)
Hours of Work	37 hours per week
Accountable To	Director of Operations, Commercial & Wellness and Deputy CEO
Accountable For	Events and Entertainment Team
Special Conditions	The post-holder is expected to be flexible to ensure that the needs of the business are met at all times and evening, weekend and Bank Holiday working will be required as directed by the service. All positions are subject to a DBS Check appropriate to the role.

1. PURPOSE OF THE JOB

The purpose of the role is to lead the development, delivery and growth of the Events and Entertainment Team across Your Trust venues. This includes providing operational leadership, ensuring events are delivered safely, efficiently and to a high standard while maintaining commercial viability and maximising income generation, overseeing programming, technical production and box office operations to ensure the successful delivery of a diverse portfolio of professional, community, cultural and sporting events that grows audiences and participation, enhances customer experience, strengthens community engagement and contributes to the financial sustainability and reputation of Your Trust.

2. DUTIES AND RESPONSIBILITIES

- a) To provide overall leadership and direction for the operation of Heywood Civic and Middleton Arena - Events, ensuring both venues contribute positively to the wider cultural, entertainment and community offer;
- b) To support the development, implementation and review of an Events Programming Strategy, which ensures a diverse and balanced programme that meets audience needs, organisational objectives and commercial targets;
- c) To identify and develop new opportunities for commercial activity, partnerships, sponsorship and programming that maximise revenue, audience engagement and venue utilisation through effective relationships with promoters, artists, agents, Rochdale Borough Council, community organisations, sponsors and other key stakeholders;

- d) To develop and implement business plans that drive and support sustainable growth, demonstrate value for money and evidence social value and impact across all venue income streams including event programming, ticket sales, food and beverage operations, venue hire and private events;
- e) To establish and maintain effective management structures, performance targets and key performance indicators, ensuring resources are deployed efficiently and aligned to business and financial priorities whilst identifying, monitoring and managing operational, financial and reputational risks, ensuring effective business continuity and incident management arrangements are in place;
- f) To lead the development and continuous improvement of the customer journey, ensuring high levels of customer satisfaction, accessibility, loyalty and repeat attendance;
- g) To act as the lead for health, safety and welfare across all venues, ensuring robust systems of risk assessment, incident reporting, emergency planning, contractor management and compliance monitoring are implemented and regularly reviewed;
- h) To have strategic oversight of Box Office operations, ensuring systems, processes and customer service standards support audience growth, income generation and business objectives;
- i) To oversee the day to day operational and technical management of all venues, ensuring effective venue operations and the delivery of safe, secure and high-quality environments for staff, performers and customers;
- j) To work collaboratively with colleagues across Your Trust and external partners to ensure the integration, quality and continuous improvement of services, programmes and customer experiences across the Trust;
- k) To lead on ensuring that the principles of equality, diversity and inclusion and environmental sustainability are embedded across all aspects of venue operation, programming and service delivery;
- l) To collate and analyse individual show P&L's and ensure that these inform a quarterly re-forecast of venue budgets alongside reports on audience demographics, occupancy, attendance trends and customer insight data;
- m) To manage and report on all budgets including payroll throughout the financial year and to provide written, verbal and statistical reports as required;
- n) To maintain robust financial controls over income, expenditure and stock, ensuring that appropriate procedures are implemented, monitored and adhered to by all staff;
- o) To oversee and develop the operational management and commercial performance of the food and beverage services across both venues; including the management of

supplier and contractor relationships;

- p) To identify and implement efficiencies and cost saving opportunities whilst maintaining service quality in accordance with legislative and company requirements;
- q) To work in partnership with the Marketing Team to maximise visibility of the wider events programme, broaden audience reach and support revenue growth across all venue offers, including food and beverage services;
- r) To ensure events are effectively planned and delivered through clear operational plans, effective coordination and hands-on support where required to ensure a high-quality customer experience;
- s) To recruit, lead, motivate, develop and inspire all employees, creating an inclusive, positive and high performing working environment, ensuring all employees understand and contribute to the business objectives;
- t) To be a Designated Safeguarding Officer and oversee all safeguarding procedures at relevant venues and activities including ensuring hirers are following protocols set by Rochdale Borough Council;
- u) To be Designated Premises Supervisor for Middleton Arena ensuring compliance with all licensing requirements.

3. ADDITIONAL DUTIES

- a) Data Quality - To ensure that Your Trust policy and procedures in respect of GDPR and Data Quality are adhered to consistently and at all times in respect of any data collected or used in the planning and delivery of services.
- b) Equality & Diversity - To work in accordance with Your Trust policy and procedures relating to the promotion of equality and diversity and to ensure that these are effectively and pro-actively applied in the delivery of all facilities and services.
- c) Health, Safety and Welfare - To be responsible for the health, safety, and welfare of self and other persons who may be affected by job holder's actions or omissions whilst at work. Additionally, be responsible for maintaining and implementing the requirements of the Health and Safety at Work Act and for the execution of any duties and responsibilities attached to the job within the company's health and safety policy and procedures. A high standard of personal hygiene and personal presentation is required at all times
- d) Performance Management - To promote and practice a performance management culture within all facilities and services, including the setting and achieving of team and individual performance targets and the implementation of robust monitoring, evaluation and reporting systems.

- e) Relationships - To promote positive working relationships with all internal and external parties ensuring adherence to the Customer Charter and Staff Code of Conduct.
- f) Training and Development - To participate in any training initiatives in relation to the duties of the post and ensure that personal qualifications are kept valid via attendance on training as provided by the service as reasonably practicable.

PERSON SPECIFICATION

Note to Applicants

The **Essential (E)** criteria are the qualifications, experience, skills or knowledge you must show you have to be considered for the job.

The **Desirable (D)** criteria are used to help decide between candidates who meet all the Essential criteria.

If the **Identified By** column says **Application Form (A)** you must include in your application information to show how you meet the criteria using examples from paid/voluntary work or Education. If the column says **Interview (I)** this will be discussed at this stage.

Qualifications and Experience	Essential / Desirable	Identified By
Qualified to degree level or equivalent in a relevant subject or qualified by experience	E	A / I
Extensive experience in a senior events or entertainment role	E	A / I
Proven and successful experience of managing venues within the entertainment industry	E	A / I
Proven and successful experience of managing teams across multiple disciplines and sites	E	A / I
Experience of cultivating and managing positive partnerships and relationships with both internal and external organisations	E	A / I
Proven abilities in event marketing and scheduling.	E	A / I
Experience of managing budgets and operations within tight financial circumstances and competing priorities	E	A / I
Hold First Aid at Work or demonstrate commitment and ability to complete within 3-6 months	E	A / I
Hold IOSH Managing Safely or demonstrate commitment and ability to complete within 3-6 months	E	A / I
Experience of leading community engagement or cultural education programmes	D	A / I
Experience of ticketing, CRM and spaces management software	D	A / I

Skills and Knowledge	Essential / Desirable	Identified By
Proven ability to develop positive relationships with stakeholders, partners and members of the public including effective management of compliments and complaints	E	A / I
Ability to develop, oversee and manage delivery of a full programme of events across all venues	E	A / I
Knowledge of the music and events industry, including deal negotiation, contracting and event production	E	A / I
Knowledge of managing large and complex budgets	E	A / I
Capacity for innovative and creative thinking	E	A / I
Flexible and adaptable to changing demands and new challenges	E	A / I
Knowledge of building management including event related health and safety	E	A / I
Knowledge and understanding of current developments in the events and entertainment sector, particularly with reference to equality, diversity and inclusion and environmental responsibility	E	A / I
Ability to co-ordinate tasks to deliver activities and events smoothly	E	A / I
Ability to recruit, train, develop, mentor and supervise a team of people including setting targets and motivating staff to achieve	E	A / I
Excellent report writing and proof reading skills	E	A / I
Excellent communication; both oral and written and excellent interpersonal skills	E	A / I
Excellent IT skills (Word, Excel, Outlook)	E	A / I
Excellent time management skills	E	A / I
Knowledge of safeguarding best practice	D	A / I

Special Working Conditions	Essential / Desirable	Identified By
Able to work flexibly including evenings, weekends and Bank Holidays	E	A / I
Demonstrate commitment to Your Trust Values of Care, People Focussed, Inclusive and Excellence	E	A / I
High standards of personal presentation and appearance	E	A / I
Personal Alcohol Licence holder	E	A / I
Full UK driving licence or ability to travel around the Borough	D	A / I

Post Holder Name	
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Post Holder Signature	
Date	

Version: August 2026
Completed By: Deputy CEO