

**JOB DESCRIPTION: Entertainments Coordinator (live)**

DEPARTMENT: Entertainments and Events

DEPT PURPOSE: To enhance the University experience, creating lifelong memories with outstanding events and opportunities.

REPORTING TO: Entertainments and Events Manager

DIRECT REPORTS: N/A

**PURPOSE OF**

**ROLE:** To create, develop and deliver a diverse programme of events, driving the maximum footfall possible to SSU's Social Enterprise venues.

**IN PARTICULAR:**

1. Manage and promote the LIVE Music programme in Foundry
2. Develop, deliver and promote weekly, monthly and one-off club nights and events in line with the Entertainments Budget.
3. Form Key relationships with Event Organisers, promoters and key Stakeholders in Sheffield and Nationally

**KEY RESPONSIBILITIES**

**Develop and deliver and promote weekly, monthly and one-off club nights and events in line with the Entertainments Budget.**

<p>Achieve the budget footfall and financial targets for each club brand</p>	<ul style="list-style-type: none"> <li>● Create, deliver, monitor and review Students' Union club events, managing costs and performance across these events, to ensure that budgeted targets are met.</li> <li>● Review the event finance reports to ensure costs are correct</li> <li>● Devise and implement successful budgets for events.</li> </ul>
<p>Maintain an events programme which is relevant to customers.</p>	<ul style="list-style-type: none"> <li>● To create an exciting programme of themes and lineups for Students' Union events, ordering décor, event production, merchandise and giveaways and ensuring the events' successful operation by clear communication with the duty managers.</li> <li>● Deliver internal and external events that engage with the local community</li> <li>● Deliver a programme of events which engage liberation groups.</li> <li>● Create and develop events and brands as new trends emerge in the industry.</li> </ul>

	<ul style="list-style-type: none"> <li>● Ensure events are run in accordance with good licensing practice .The 4 Licensing Objectives are promoted.</li> </ul>
Promote and market the events effectively	<ul style="list-style-type: none"> <li>● Manage and maintain the club nights and departments social media and brands.</li> <li>● Create engaging , Innovative and exciting content to interact with customers and encourage ticket sales, such as video editing.</li> <li>● Create and deliver effective marketing and advertising campaigns for events including the use of targeted social media campaigns, email database software, printed materials and press adverts.</li> <li>● Manage the branding, artwork design for inhouse events.</li> <li>● Events are marketed and operate within the alcohol policy.</li> </ul>
House Manage Live Music events and Club Nights	<ul style="list-style-type: none"> <li>● Work a minimum of 2 House Manager shifts per calendar month as per contract.</li> <li>● Events are run within the law and comply with SU policies and procedures.</li> <li>● Help Events maintain success, quality and consistency as well as working all 'Special Events' when involved in the planning process.</li> </ul>
<b>Manage and promote the LIVE Music programme in Foundry</b>	
Manage Live Music Programme	<ul style="list-style-type: none"> <li>● Provide venue availability for Live Music promoters and booking agents, managing the diary and ensuring dates work alongside other events and departments across the SU.</li> <li>● Work with the promoters, bands, booking agents and tech crew to advance the shows ahead of the event, including hospitality and tech requirements.</li> <li>● Provide exceptional customer service so promoters return.</li> </ul>
Promote and Market Live Music Programme	<ul style="list-style-type: none"> <li>● Announce live events over social media channels using targeted adverts and events pages to reach large audiences and advance ticket sales.</li> <li>● Events listed on local and national listings websites.</li> <li>● Online content scheduled over multiple social media platforms.</li> <li>● Create and send engaging content and listing mailers to the email database.</li> <li>● Ensure that each show receives maximum exposure by liaising with the local press and media such as exposed.</li> <li>● Explore new marketing opportunities.</li> </ul>
<b>Form Key relationships with Event Organisers and key Stakeholders in Sheffield and Nationally</b>	
Work with External Promoters and booking agents	<ul style="list-style-type: none"> <li>● Work with external promoters on venue hire and co promotion events such as Soul Jam.</li> <li>● Work with Local and national Gig Promoters such as Live Nation, SJM and Future Sound.</li> <li>● Maintain high levels of service so promoters return with more events.</li> <li>● Events are well organised and facilitated.</li> <li>● Work with booking agents on some events</li> </ul>

Coordinate and work alongside other SU Departments and SU Officers	<ul style="list-style-type: none"> <li>Maintain relationships with other SU departments and SU officers, coordinating event programming inline with wider campaigns and activities.</li> </ul>
Work with Entertainments and Events Managers around the UK	<ul style="list-style-type: none"> <li>Form and maintain key relationships with Entertainments and Events managers from other venues in the city.</li> <li>Share ideas and best practices with Entertainments and Events Managers from other students unions.</li> </ul>
General	Such other duties as may be reasonably prescribed, appropriate to the grade and responsibilities of this post
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<b>WORKING HOURS &amp; FTE:</b>	39 Hours Per Week
<b>SALARY BAND:</b>	<i>Band B</i>

### PERSON SPECIFICATION

Experience		Essential/Desirable
1	Experience working within live music venues, festivals, gigs, or entertainment environments.	Essential
2	Delivering marketing and advertising campaigns across multiple channels.	Essential
3	Working knowledge of Promotional strategies and platforms	Desirable
4	Working with promoters, booking agents, artists, and technical teams.	Desirable
5	Managing event schedules and venue availability.	Desirable
6	Event planning, coordination, and operational management.	Desirable
7	Budget planning, monitoring, and financial awareness.	Desirable
8	Understanding of licensing requirements, legal compliance, and venue procedures.	Desirable

9	Knowledge of club nights, nightlife, and student entertainment sectors.	Essential
Personal Attributes		
10	Organised and able to manage multiple priorities.	Essential
11	Works well in a team	Essential
12	Proactive and self-motivated.	Essential
13	Commercially aware and results-driven.	Essential
14	Interest and enjoyment in Live Music	Essential