**Job Description**

Job Title: Events Team Leader

Line Manager: Guest Experience Manager

Salary: £13.51 an hour.

Hours: 21 hours per week (Across 3 days, 7 hours a day. Days can be flexible for successful candidate). Additional overtime as Event Duty Manager available as when required.

*This job description statement describes the general nature and level of work to be performed by the employee(s) assigned to this job title. It is not intended to be an exhaustive list of all required responsibilities, duties, and skills. The Beatles Story is open to revising this job description as necessary and will do so in consultation with the job holder at the appropriate time, ensuring your voice is heard*.

**THE PERKS**

* 32 days Holiday Annual Leave (pro-rata for part-time employees)
* A travel pass for local public transport: trains, buses, and ferries.
* Birthday Holiday after 12 months of service – “Today it’s your birthday!” incentive.
* Length of Service Benefit – additional days holiday for every five years of employment.
* Discounts in our Fab 4 Shops and Café’s
* Allocated complimentary tickets to the Exhibition for friends and family

**ROLE PURPOSE**

As Events Team Leader at The Beatles Story, you will be instrumental in creating and delivering unforgettable, immersive experiences that celebrate and sustain the legacy of the Beatles in their hometown of Liverpool. With a focus on creativity, precision, and people-first leadership, you’ll oversee the planning and execution of events that are vibrant, entertaining, inclusive, and of the highest quality. By fostering cross-team collaboration, inspiring the events team, and building strong client relationships, you’ll help drive additional income into the business—supporting our growth and reinvestment into the wider visitor experience. In doing so, you’ll contribute directly to our mission: to be a must-see destination that supports the Liverpool City Region visitor economy, protects the Beatles brand, and preserves its cultural legacy for future generations.

**STANDARDS OF SERVICE**

As Events Team Leader at The Beatles Story, you will uphold the highest standards of service by delivering events that reflect our commitment to quality, creativity, and guest satisfaction. Every interaction—from the first enquiry to the final follow-up—should embody our value of **Quality**, ensuring a world-class, immersive experience that aligns with our reputation as a leading visitor attraction. You'll harness innovation and attention to detail to deliver **Entertainment** that exceeds expectations, turning each event into a fun, nostalgic, and educational journey. By collaborating with partners and internal teams, you’ll support **Learning** through accessible and inclusive experiences that resonate with diverse audiences. You'll also play a role in ensuring **Accessibility**—removing barriers and using modern technology and design to create engaging, inclusive events for all. Above all, you will demonstrate **Leadership** by championing the Beatles’ legacy, helping position The Beatles Story as a global authority on their history while driving excellence, income growth, and unforgettable guest experiences.

**KEY RESPONSIBILITIES**

* **“Hello, Hello” – Be the Friendly First Note**  
  Respond to every event enquiry with warmth, speed, and enthusiasm—setting the tone for a magical experience from the very first contact.
* **“A Day in the Life” – Guide the Tour with Vision**  
  Lead engaging and imaginative venue tours that help clients picture their perfect day at *The Beatles Story*, bringing the magic of the Fab Four to life in every step.
* **“We Can Work It Out” – Plan Every Detail to Perfection**  
  Take the lead on event planning—from crafting Venue Hire Agreements to coordinating with our trusted suppliers and preparing clear Event Running Orders that keep the show on track.
* **“With a Little Help from My Friends” – Lead the Events Crew**  
  Use Shiftie to schedule your event dream team—ensuring the right people are in the right place, ready to deliver a top-notch experience every time.
* **“Fixing a Hole” – Keep Operations Running Smoothly**  
  Submit accurate payroll details to HR and the Guest Experience Manager so every team member is recognised and rewarded on time.
* **“All You Need is Love (and Great Catering)”**  
  Work with the Catering Management team to deliver delicious, high-quality food and drink options that perfectly complement the event atmosphere.
* **“Come Together” – Connect Across the Business**  
  Share essential event details with all internal teams in advance to keep everyone informed, aligned, and ready to shine on the day.
* **“Money (That’s What I Want)” – Stay on Top of Finances**  
  Wrap up outstanding client invoices and ensure all suppliers are paid quickly and accurately—keeping things running like a well-tuned guitar.
* **“Getting Better” – Follow Up with Flair**  
  Reach out post-event to say thank you, gather feedback, and build positive relationships that turn one-time events into repeat bookings.
* **“Paperback Writer” – Keep Our Story Fresh**  
  Team up with Marketing to update the Events Brochure, website, and promo materials—making sure everything reflects the energy and creativity of *The Beatles Story*.
* **“Here Comes the Sun” – Grow and Support the Team**  
  Train, mentor, and uplift Events Team members—creating a positive, collaborative, and skilled crew ready to make every event shine.
* **“Can’t Buy Me Love, But You Can Track a Budget”**  
  Monitor financial targets, stay within budgets, and report monthly event costs to the Guest Experience Manager with clarity and confidence.
* **“Imagine All the Possibilities” – Be Creatively Bold**  
  Pitch fresh ideas and exciting new experiences that elevate events and sprinkle even more Beatles magic into everything we do.

### **Additional Responsibilities and Opportunities for Growth**

* **Step Into Leadership as an Event Duty Manager**  
  Take the lead as Event Duty Manager during private hires and out-of-hours functions—your “Ticket to Ride” into leadership. We’ll provide full training, including your Personal Licence and First Aid qualifications, to help you grow with confidence and keep the show rolling smoothly.
* **Inspire and Support Frontline Teams**  
  Work closely with the Guest Experience Manager to “Come Together” with Welcome Hosts and Tour Guides. Your support and encouragement will ensure every guest enjoys an unforgettable, immersive experience—especially during those special “Magical Mystery Tour” events. Plus, you might star in marketing snapshots and videos, spreading the Beatles magic far and wide.
* **Promote New Private Tour Opportunities for 2026**  
  Be at the forefront of promoting our brand-new private tours launching in 2026—a “Revolution” in exclusive experiences that will attract fresh audiences and deepen connections through personalised, one-of-a-kind visits.
* **Enhance Accessibility and Volunteer Engagement**  
  Help us “Help!” make tours accessible to everyone by embracing inclusive practices. You’ll also invite our seasonal volunteers to “Join Together” in new event roles, expanding their involvement and enriching the overall guest experience.
* **Oversee Event Equipment and Setup**  
  Take charge of managing and maintaining all event equipment—your backstage pass to ensuring everything, including the PA system, is set up, well-stocked, and ready to “Twist and Shout” on event days, guaranteeing a seamless and memorable performance.

**Your Skills**

**Key Skills for the Ideal Candidate**

1. **Event Planning & Coordination** — Expertise in managing all aspects of event delivery, from initial enquiry through to execution and follow-up.
2. **Leadership & Team Management** — Ability to inspire, mentor, and coordinate a diverse team to deliver exceptional guest experiences.
3. **Exceptional Communication** — Warm, clear, and professional communication skills for client engagement, cross-team collaboration, and guest interaction.
4. **Customer-Centric Mindset** — Strong focus on delivering immersive, high-quality, and accessible experiences that exceed guest expectations.
5. **Financial Acumen** — Skilled in budget management, invoice processing, and cost monitoring to ensure financial targets are met.
6. **Creative & Innovative Thinking** — Ability to generate fresh ideas and theatrical concepts that enhance events and align with the Beatles brand.
7. **Operational Efficiency** — Competence in managing event logistics, equipment, and technical setups smoothly and effectively.
8. **Marketing & Promotional Awareness** — Experience working with marketing teams to support promotional activities and drive new business opportunities.
9. **Commitment to Accessibility & Inclusion** — Knowledge of inclusive practices to make events accessible to diverse audiences and incorporate volunteers effectively

**The role holder may be required to undertake any other appropriate duties as deemed necessary.**

**PERSON SPECIFICATION – Event Team Leader**

**Note to Applicants: Essential requirements are denoted by the letter ‘E’. Desirable criteria are marked with ‘D’.**

| **CRITERIA** | **REQUIREMENTS** | **METHODS OF ASSESSMENT** |
| --- | --- | --- |
| **Experience, Knowledge and Skills** | * **Proven Experience in Events or Hospitality Management** Minimum 1 year experience planning, coordinating, and delivering events in a visitor attraction, cultural venue, hospitality, or similar guest-facing environment. **(E)** * **Inspirational Leadership Skills** Demonstrated ability to lead, motivate, and support a team in a fast-paced setting—creating a collaborative, energised, and guest-focused working culture. **(E)** * **Exceptional Communication and Interpersonal Skills** Friendly, confident communicator who can build rapport with clients, lead venue tours, liaise with suppliers, and collaborate effectively across departments. **(E)** * **Outstanding Organisation and Attention to Detail** Skilled in multitasking, managing timelines, and executing events with precision—from booking to breakdown. **(E)** * **Commercial and Financial Awareness** Comfortable working with budgets, processing invoices, tracking costs, and identifying opportunities to drive additional income into the business. **(E)** * **Customer-First Mindset with a Flair for Entertainment** Passion for delivering unforgettable, immersive guest experiences that reflect The Beatles Story’s core mission and values. **(E)** * **Creative Thinking and Problem Solving** Ability to bring new ideas to life, elevate standard events, and respond quickly and calmly to unexpected challenges. **(E)** * **Tech-Confident and Operationally Efficient** Familiarity with event scheduling tools (e.g., Shiftie), Microsoft Office, CRM platforms, and a willingness to embrace new technologies and digital systems. **(E)** * **Commitment to Accessibility and Inclusivity** An understanding of best practices in accessible event delivery and a dedication to making events inclusive for all audiences. **(E)** * **Brand Ambassador Qualities** A genuine appreciation for The Beatles, with enthusiasm for preserving their legacy and contributing to the cultural and economic vibrancy of Liverpool. **(E)** * **1st Aid Qualification (D)** * **Personal License Holder (D)** | A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A  A |
| **Education/**  **Qualifications** | **N/A** |  |

**Key to Assessment Methods: A – Application, P Presentation, I – Interview.**