



Job Description

Job Title: Shows Executive

Reports to: Head of Shows & Marketing

Team: Member of Shows & Marketing Team

Salary: £24,000-£26,000 per annum dependant on experience

Purpose of Job

You will play an important role in supporting the Head of Shows and Show Leads in the creation and delivery of a high profile agricultural and horticultural events programme with a primary focus on Royal Three Counties Show, but with involvement in CountryTastic, RHS Malvern Spring Festival and Malvern Autumn Show.

Shows must meet Three Counties' charitable objectives, attract new audiences each year with exciting features, and at the same time continue to promote agriculture, horticulture and arboriculture within Gloucestershire, Herefordshire, Worcestershire and beyond.

Person Specification

Working within the collaborative, creative and supportive Three Counties Team, the successful Shows Executive candidate will have the following attributes:

- Professional manner and ability to work effectively and confidently with a wide variety of stakeholders;
- Interest in and a passion for the British Countryside, growing, food and farming;
- Excellent time management skills and able to work effectively under pressure;
- Excellent written and verbal communication skills
- High attention to detail and ability to oversee and coordinate multiple projects;
- Positive, can-do attitude;
- Strong team player;
- Proficient in Microsoft Office suite.

Key Responsibilities

- Proactively collaborate with colleagues in accordance with the direction given by the Show Leads to develop creative and engaging new show content and features to a high standard in line with the financial budget which appeal to the show's defined target audience.
- Maintain positive contact with and work effectively alongside the various committees that contribute to Royal Three Counties Show, for example Equine, Farriery and Blacksmithing, Grow to Show, Bees and Honey, Forestry and Livestock.



- Act as Three Counties' brand representative with relevant groups and committees, taking minutes when required and ensuring all actions are delivered on time and within budget. This may require attending occasional evening meetings.
- Manage the successful delivery of show features including supporting the sections with their requirements, including but not limited to the development and design of features content and competitions.
- Liaise with agents, talent and musicians where required.
- Assist the Head of Shows and Marketing and Show Leads with scheduling meetings, preparing papers and agendas and other ad hoc duties as required with a positive and approachable manner.
- Work with the Education Executive to ensure our events deliver high quality educational content in line with our charitable objectives.
- Work within defined processes to manage pre-event admin such as using online competition software, processing applications and distributing event tickets, as well as post-event admin such as prize money.
- Proactively work with the Operations Manager and Estates Team to ensure the infrastructure for each show is planned and delivered on time and to budget.
- Work alongside the Marketing Team to provide accurate and timely information on show content via Microsoft Planner to positively impact ticket sales.
- Collate feedback for and participate in post-show evaluation, including meetings and reviews in order to make recommendations and ideas for improvements to the Show Leads including opportunities to make time and cost savings where possible.
- Any other duties in the general scope of the role, as required.

Workplace Advantages

- Free parking
- 21 days holiday excluding bank holidays
- Cycle to work scheme
- TOIL (Time Off in Lieu) scheme for any weekend work during shows or evening meetings
- Monthly employee benefit scheme (Perk Box)
- Complimentary tickets to Three Counties Events

For further information or to apply for this role, please send your CV and covering letter to Jane Edwards, Head of Shows and Marketing: jane.edwards@threecounties.co.uk