

Thomas Hardy Victorian Fair

Event Organiser Job Specification

The event itself is to be held on Sunday 7th June 2020, 11am – 4pm

Background

Thomas Hardy is one of Dorchester's most famous residents. Within the town here are many museums and heritage sites with Thomas Hardy collections, as well as many community interest groups with great knowledge and experience of his work.

To commemorate Thomas Hardy's 180th birthday the Dorchester Joint Heritage Steering Group shall be organising the 2nd 'Thomas Hardy Victorian Fair' (THVF) which builds on the success of the 2019 event.

The THVF complements the events held by the Thomas Hardy Society, and is a light-hearted approach to Thomas Hardy, where the whole town can come together and take ownership of their famous resident.

The THVF is influenced by the evidence of Dippy on Tour at DCM and The Heritage Open Day in High West and East Street. These events clearly demonstrate the positive impact of a strong cultural offering on local businesses and the community.

Aims of THVF

- To raise knowledge and awareness of Thomas Hardy – life, works & times
- To offer a creative, fun and accessible cultural activity for the local community and visitors.
- To celebrate and maximise upon the unique assets of Dorchester.
- To raise the profile of Dorchester as a tourist destination.
- To encourage Dorchester heritage providers and local businesses to work together.
- To contribute towards a cohesive identity for the town.
- To contribute to the economic and social wellbeing of Dorchester.

Role of Event Organiser

To plan and deliver and evaluate Thomas Hardy Victorian Fair 2020.

1. To develop an active steering group made up of all the Thomas Hardy interest groups in Dorchester who will plan, manage, and deliver the event.
2. To work with local schools, community groups to encourage participation in the Thomas Hardy Victorian Fair.
3. To work with local businesses, BID and Chamber of Commerce to encourage participation in the Thomas Hardy Victorian Fair, and maximise potential economic impact of the event.

4. To deliver an effective marketing campaign, including social media, for the Thomas Hardy Victorian Fair in Dorchester, Dorset and nationally.
5. To deliver an effective fundraising campaign for the Thomas Hardy Victorian Fair in Dorchester, Dorset and nationally
6. To monitor visitor and participant numbers and experience and produce an evaluation report for Thomas Hardy Victorian Fair .

Tasks

- Coordinating steering group meetings
- Managing budget control
- Fundraising & sponsorship (working with Chamber of Commerce)
- Road Closure coordination – including security
- Steward coordination
- First aid coordination
- Street Fair layout design
- Risk assessment for event
- Event programming
- Developing a Victorian costume competition
- DASP first and middle school liaison – speaking at 13 school assemblies
- Developing a school's learning programme
- Planning and supporting all community groups and craft demonstrators.
- Working with Dorset Food & Drink
- Working with local Business – individual businesses and BID and Chamber
- Responsible for all marketing and publicity material
- Responsible for setting up and clearing up for the event
- Coordinating the Volunteer and stall holders
- Monitoring visitor numbers and feedback for event.
- Evaluation

The time allocated to completing the tasks will be between 45 and 50 days from January to the end of June.

The Event Organiser will be paid a daily rate consistent with the local heritage and culture event sector.

The Event Coordinator will report periodically on progress to the Chairman and members of the Dorchester Joint Heritage Committee.

If you are interested in being considered for this project please submit an expression of interest by email, detailing why you should be considered for the role together with your daily rate, to Steve Newman, Deputy Town Clerk, Dorchester Town Council – email s.newman@dorchester-tc.gov.uk. Expressions of interest to be received by no later than noon on Monday 20 January 2020.