

# Event Director

## **FISA World Masters Regatta 2005, Strathclyde Park, North Lanarkshire**



The annual FISA World Masters Regatta attracts the largest number of competitors of any rowing regatta in the world – and brings both prestige and valuable tourist business to the host venue.

FISA, the international governing body of world rowing, has selected Strathclyde Park, Motherwell to host the World Masters Regatta in September 2005. The venue already enjoys an outstanding international reputation, having hosted the highly successful Commonwealth Games Regatta in 1986, the FISA world Masters in 1988 and the FISA World Rowing Championships in 1996.

The standing of the event means its sporting success is almost assured: it now needs an outstanding Event Director to optimise its business performance.

### **The Role**

It will be the role of the Event Director to plan and manage all aspects of delivering services surrounding the event to the competitors and spectators – and to do so in such a way as to maximise economic benefit to the Scottish Amateur Rowing Association and to the host community.

Sponsorship, maximisation of entry level, accommodation booking, boat hire, competitor transport, social events, on-site catering franchises, the trade show of rowing equipment, merchandising – all will require to be planned and marketed, with extensive use of e-business routes being essential.

### **The person**

This is not a role for an enthusiastic amateur.

You will have substantial management experience, combining a specialisation in financial, marketing or operations management with a strong understanding of the other disciplines – possibly through having interacted with these at board level. The proven ability to develop budgets and to deliver them is essential.

Ideally, you will have experience of major event management, preferably gained in a sport, leisure or tourism environment.

You will be strongly motivated. A powerful advocate for the event, a teamworker – but with the personal drive to lead and deliver on challenging objectives.

You will have the diplomatic flexibility to form effective working partnerships with the volunteers from sport and the partners from local government and other bodies who will be crucial to the delivery of your plans.

## **The post**

You will report to the President of the Scottish Amateur Rowing Association who leads the organising team on behalf of a partnership which also includes North Lanarkshire Council and the Amateur Rowing Association.

Initially for 12 months and working up to 22 hours per week (including some evening and weekend work), the contract has the potential to be extended, subject to performance, to include the period up to and including the delivery of the event in September 2005.

A competitive remunerative package will be offered, commensurate with the importance of the role and the calibre of the successful candidate.

Applications, with a full curriculum vitae and the names of two business referees, should be sent to:

Mrs Mary Massaro,  
President, Scottish Amateur Rowing Association,  
National Rowing Academy,  
Strathclyde Country Park,  
Motherwell ML1 3ED.

Applications must be received by 31 August and should be marked "In Confidence – Ref EDWS"