# Events Director

**From the Fields**

From the Fields is on the hunt for a visionary and commercially astute Events Director to lead the strategic, creative, and operational development of our award-winning light trail experiences.

This is a full-time role with potential to work from home: work from wherever you’re most productive, with the freedom to base yourself in our Manchester (Northern Quarter) studio as often as you like. You’ll join us on-site for live-event builds and show days and pop into the office once a month for key leadership and creative sessions.

You’ll join a small, ambitious team where ideas are heard, creativity is championed, and there’s real scope to grow and lead. With 300,000 tickets sold for our light trail experiences last year, these events continue to grow immensely, with continuous new opportunities for expansion, and they are now recognised as some of the largest in the country.

This is a unique opportunity to be at the forefront of the development of immersive experiences across the country and, with the freedom to innovate and the backing to deliver unforgettable, high-profile events, this is your chance to leave your mark on some of the most exciting live experiences in the UK. This is a senior leadership role within the From the Fields team and will report into the Directors. From the Fields is part of the Superstruct Entertainment Group, which is the second largest live entertainment platform in the world, being the home of global brands and festivals such as Boiler Room, Boardmasters, Sonar, Elrow, and many more.

## Strategic Leadership

* Financial planning and ongoing budget management
* Business scaling and growth strategy
* Brand development and positioning
* Funding strategy and grant identification
* Monitor industry trends and innovations to maintain competitive edge
* Stakeholder liaison and partnership development
* Set annual KPIs and ensure departmental alignment with business objectives
* Represent the organisation at industry events, panels, or networking forums

## Creative & Operational Oversight

* Oversight of Creative, Operations, Marketing, and Commercial teams
* Approve final creative concepts and installations
* Quality control and event standards enforcement
* Post-event evaluation and debrief coordination
* Build relationships with artists, designers, and production suppliers
* Creative vision alignment with brand and commercial goals

## Commercial Responsibilities

* Ticketing strategy and sales monitoring
* Analysis and reporting on performance, customer behaviour, and ROI
* Set pricing strategy based on market analysis and yield targets
* Budget ownership across departments and projects

## Operations & Delivery

* Build relationships with artists, designers, and production suppliers
* Crisis and risk management oversight during planning and live phases

## What We’re Looking For

* Previous experience in a similar senior leadership role within live experiences, immersive events, or large-scale outdoor arts installations
* Proven track record of end-to-end responsibility for launching and developing live experience events
* Strong commercial acumen and experience in financial and budget management
* Excellent leadership skills with experience overseeing multi-disciplinary teams
* Strategic thinker with the ability to drive business scaling and growth
* Highly organised with strong project management abilities
* A passion for creativity, innovation, and delivering exceptional audience experiences
* Ability to thrive in a small team environment and adapt quickly to changing needs

**About From the Fields**

From the Fields is a multi-award-winning events company based in Manchester, producing some of the UK’s most loved and distinctive festivals and immersive experiences including Christmas at Bute Park, Northern Lights Newcastle, Kendal Calling music Festival, Bournemouth Arts by the Sea, Northern Lights Leeds and Bluedot Festival.

With **over 300,000 tickets sold annually**, our work blends creativity, community, and commercial insight to deliver exceptional experiences. We’re proud to have received numerous accolades over the years, **including Best Outdoor Event** (Eventex Awards), **Promoter of the Year** (Access All Areas), **Festival of the Year** (Live Awards) and recognition for our sustainability efforts and creative programming.

At the heart of our work are our **values**:

• **Creativity** – We champion original ideas and imaginative programming

• **Integrity** – We deliver with honesty, professionalism, and care

• **Sustainability** – We’re committed to reducing environmental impact

• **Community** – We create inclusive, welcoming spaces that bring people together

• **Excellence** – We aim for the highest standards across everything we do

From our Northern roots, we’ve grown into a nationally recognised team that delivers vibrant live events and installations across the UK, while staying true to our independent spirit.

To apply, please send your CV and a short covering letter to hello@fromthefields.co.uk with

‘Events Director’ in the subject heading.