

Job Title: Senior Events Producer

Reporting to: Head of Events

Salary: £TBC

### **The Company**

Make Events are a hugely experienced events agency in Manchester who have taken the industry by storm since we were launched in 2012 by founder Holly Moore. With a client list that reads like a who's who of the North West's most successful businesses, Make Events has grown rapidly and now employs a group of the industry's most talented people.

### **Purpose of the Role:**

Make Events are a creative event management agency and this role is for an experienced industry professional to join the team and grow the business to the next level through creativity; delivery; insane attention to detail and an exceptional understanding of the importance of the customer experience.

To create personal connections with existing and new clients and be highly skilled in farming accounts to increase revenue spend and number of events from each client. Working with clients to get further referrals through the business.

### **Main Duties:**

Creative/Operational Delivery:

- Take in bound enquiries and confidently manage the briefing process with internal teams, third party suppliers and stakeholders.
- Dig deep into a brand to inspire emotional engagement; and ensure the message, identity and strategy of the business runs through every proposal.
- Leading on pitch plan proposals with sign off on thorough budgets. Working alongside junior members of the team and in-house designer to determine proposals scope, input and layout.
- Presenting and pitching either alone or in a team to win new business / events and taking to contract stage.
- Organising and facilitating creative kick off meetings, enabling and overseeing creative content solutions for events as well as supporting material for projects.
- Ability to advise on technical requirements and be up to date on the latest trends in the industry. Having a strong understanding of the AV Production required on events is essential.
- Full production management of all event logistics from conception to roll out.
- Full responsibility for managing the delivery of the event including oversight of delivery team on your event.

- Full responsibility of external suppliers for pitch and onsite delivery, including but not limited to, video content, script development, AV Production, Entertainment.
- Full responsibility of the profit sheets for all your delivery teams' events ensuring all margin targets are been adhered too.

#### Account Management:

- Working closely with the Head of Events and the Commercial Director to ensure robust account management and growth of existing clients within your delivery team.
- Manage existing accounts offering a consistent level of service based on client's requirements, ensuring growth from accounts through creativity and delivery.
- Having a pro-active quarterly account plan per company.
- Ability to upsell additional services and increase margins through negotiating with suppliers.
- Working to targets generating a defined pipeline revenue per annum.
- The ability to drive sales and new business generation through networking and referrals.
- Responsible for keeping CRM up to date with client contacts and updating notes etc.
- Having a strong background on client retention and growth

#### Other:

- Contribute to the wider business vision and strategy.
- Line manage a team to include Event Producer and Events Coordinator.
- Having a strong commercial focus

*This list is not exhaustive, and you will be required to undertake other duties as directed by your manager.*

#### **Essential Skills, Knowledge & Experience**

- Full knowledge of Microsoft Office including Word, Excel, Outlook and PowerPoint.
- Excellent verbal and written communication skills.
- Experience of working within an events agency or an internal events role for a minimum of five years.
- Experience of producing conferences, awards and celebrations. Experience of working with brand activations and experiential campaigns is desired but not essential.
- Experience of sourcing venues nationally (internationally is a huge advantage).
- Strong people management skills.
- Proven experience of driving sales and increased business generation from an existing account base.

- To be commercially and financially astute.
- To demonstrate confident networking skills.
- To possess strong negotiation skills.
- To demonstrate confident and engaging presentation skills.

### **Make Events Culture**

- Think about Make Events brand values and apply this to everything you do
- Magic Touches
- Confidence
- Get Stuff Done
- Anything is Possible
- Support the company vision – to be the go to event partner for any event for the North's household names.
- Take responsibility for your own learning and development, maintaining and improving knowledge of the events industry by reading industry relevant magazines, social media and attending industry events.
- Be fully immersed in the industry and enjoy all of the opportunities that it brings you.
- Follow the Make Events company ethos of work hard, be nice.
- Putting the client first and constantly asking yourself 'what is my clients customer experience right NOW?

### **Other Requirements**

#### **Health Safety & Security**

- Demonstrate an understanding and an awareness of all policies and procedures relating to Health, Hygiene and Fire Safety within the events industry.
- Familiarise yourself with emergency and evacuation procedures.
- Ensure all security incidents, accidents and near misses are always logged in a timely manner and brought to the attention of your line manager.
- Having full responsibility for signing off all H&S documentation from the delivery team.

#### **General**

- Current driving licence.
- Ability to travel around the UK & overseas.
- Flexible approach to working hours as live events may take place over evenings and/or weekends.
- Comply with the company code of conduct at all times.
- Ability to work as part of a diverse team with colleagues from different viewpoints, cultures and countries.



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