

Job Title: Creative Proposal Writer

Salary: TBC

Bonus: Based on mutually agreed targets covering the following

- o Pitch conversion percentage
- o Annual volume of new business pitch wins
- o Annual value of new business pitch wins
- o Cross-selling of agency services

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 creative to lead on creative pitches up to contract.

Main Duties

Creative/Operational Delivery:

- Respond to in bound enquiries and confidently manage the briefing process with the client, internal teams, venues, third party suppliers and stakeholders.
- Adhere to the Make Events new business process, and look to refine for increased effectiveness and efficiency following a collaborative decision making process; including the coordination of a briefing, a Q&A, a creative range-finding session, and the provision of two routes; one that answers the brief and a wildcard.
- Understand the objective of the event and shape ROI to ensure an accurate response.
- Dig deep into the brand and product or service to inspire emotional engagement; and ensure the message and identity of the business runs through every proposal.
- Work with the content studio, freelancers and the wider team facilitating creative meetings to produce a quality deck using 3D, renders, video and mobbing imagery.
- Designing creative concept to wow the client – considering unique ways to pitch.
- Widening our creative offering by using unique and new ideas with consideration to tech and sustainability
- Leading the pitch team to showcase talent and diversity.

- Ability to upsell and increase margins through to end proposal.

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.
- Experience of working within an events agency.
- Experience of producing conferences, awards and celebrations.
- An interest in and knowledge of the most up to date technologies and entertainment on offer.
- Excellent verbal and written communication skills.
- Good knowledge of venues nationally (internationally is a huge advantage).
- Proven experience of winning new business through creative proposals.
- To demonstrate confident and engaging presentation skills.

Make Events Culture

- Think about Make Events brand values and apply this to everything you do
 - o Magic Touches
 - o Confidence
 - o Get Stuff Done
 - o Anything is Possible
- Support the company vision – to be the go to event partner for any event for the North-West 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.
- 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.

General

- Current driving licence.



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Registered in England 09433804

- 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.