



Make Events Ltd. 1 The Courty
Cheadle Hulme, Che
T: 0161 478 2500 E: info@ma
www.ma

Registered in En

Job Title: Senior Events Producer

Reporting to: Head of Events

Salary: 30K – 40K DOE

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. Despite the challenges of COVID, Make Events has continued to develop, now delivering live and virtual events, content studio, in a box gifting, prop shop and venue finding. As we grow in 2022, our 10th anniversary year, we continue to employ a group of the industry's most talented people.

Purpose of the Role:

Responsibility for leading client relationships, developing revenue spend, planning and coordinating all event activities on behalf of clients and managing the wider Make Events team.

Responsibilities include:

- Client management
- Project management
- Supplier management
- Financial management
- Team management

Whilst embodying:

Make Events values (Anything is possible, get stuff done, magic touches)
Make Events ethos (Be caring, be committed, be confident)

Main Duties:

Creative/Operational Delivery:

- Take inbound 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



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- 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 Managing 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.

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.

Essential Skills, Knowledge & Experience



- Experience of producing live and virtual experiences. Experience of working with brand activations and experiential campaigns is desired but not essential.
- Outstanding planning, project management and organisational skills including the ability to adapt and advise on improving internal systems and processes.
- Ability to positively manage and motivate large teams including direct reports, control a multitude of team tasks, processes and priorities to achieve agreed objectives and deadlines.
- Ability to create and communicate excellent proposals and presentations to potential and existing clients; whilst adapting style to meet expectations and close sales opportunities.
- Ability to lead teams in a positive manner to problem solve under pressurised circumstances and create desired outcomes.
- Strong customer focused approach ensuring that the appropriate balance is created and maintained between meeting clients and agencies objectives.

Make Events Culture

- Think about Make Events brand values and apply this to everything you do
- Magic Touches
- Get Stuff Done
- Anything is Possible
- Support the company vision- The go to agency for clients who desire the ultimate live, virtual or tangible experience
- 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.



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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.