



Job Title: Project Director

Reporting to: Head of Events & Operations

About Us

Make Events are a hugely experienced events agency in Manchester who have taken the industry by storm since they 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.

What does Make Events do?

We're obsessed with taking our client brands seriously. At Make Events, anything is possible.

We don't just make events. We create an elevated experience.

An event that engages. Communicates. Entertains. We're always there. Obsessed. Not a supplier. A partner.

We make it happen. Something not right? We'll pivot. Something bang on? We'll level up.

With everything we do, we activate brands throughout. We are The Ultimate Experience Agency.

Main Responsibilities

- Directly supporting the Head of Events & Operations as well as the project team by adopting responsibility for the larger and/or more complex projects.
- Working alongside the Head of Events & Operations in determining which projects would benefit from direct PD involvement, as well as composing teams for larger, more complex projects, as well as for the R&R's within these.
- Working closely with the Senior Producers and other members of the team in identifying skill sets of each project team, and establishing where they might benefit from PD/ Senior Producer involvement.
- Providing strategic and operational oversight to ensure service levels are met and client expectations exceeded.
- Attending key client meetings and events.
- Establish each client's core objectives for their events, and make achieving these your priority.
- Consider and implement how Make Events will demonstrate ROI for clients.
- Ensuring creative solutions match commercial objectives.
- Presenting and pitching either alone or in a team to win new business /events and taking to contract stage.
- Being involved, and having a pivotal role, in new business pitches as and when required.
- Working alongside junior members of the team and in-house designer to determine proposals scope, input and layout
- Driving operational excellence and ensuring project delivery is delivered to a high standard.
- Providing guidance and support to project team members throughout the planning and execution phases.



- Working with the Head of Events & Operations in identifying team members that would benefit from specific training, and scheduling and either supporting or being directly responsible for their training both in the office as well as on the job.
- Implement and enforce quality standards to ensure that the event meets or exceeds expectations.
- Oversight and guidance on event budgets, particularly on the pre-production and onsite time aspects and profit margins.
- Stay updated on key industry trends, such as event sustainability and technology, and industry developments and themes, looking to recommend both internally and externally as appropriate.
- Dig deep into clients to really understand their industry, main competitors, and positioning; and ensure the message, identity and strategy of their business is evident throughout every proposal. Working with your project teams to ensure that this is being undertaken and presented in internal kick-off meetings.
- Ensuring we are working with the best suppliers and getting the best deals possible, working with junior members of the team to develop their negotiation skills.
- 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
- Provide regular updates on the project's progress and address any concerns or issues as they arise to the Head of Events and Operations.
- Work with the Senior Producers to conduct thorough internal and client facing post-event SWOT analysis and debriefs to assess the success of an event and identify opportunities for improvement in future projects.

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

Requirements

- Four or more years of event agency experience in a similar role.
- Preferable: Leading on large scale complex conferences, up 1500 delegates
- Experience with project management principles and best practices.
- Logistics skills - this role requires significant logistics planning and management, so the ability to make decisions about several logistical elements of an event is essential.
- Budget management - oversee financial elements of event planning and execution.
- Communication skills - effective written and verbal communication are essential in this role to work with internal teams, clients, and external vendors.
- 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 in sometimes pressurised circumstances and create desired outcomes.
- Lead a team across a multitude of tasks, processes and priorities to achieve agreed objectives and deadlines.



- 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:
- Anything is Possible
- Seriously Obsessed
- Level Up
- The Ultimate Experience
- Support the company vision – to be the go-to event partner for any event
- Take responsibility for your own learning and development, maintaining and improving knowledge

General Requirements

- Current driving licence.
- Ability to travel around the UK & overseas.
- Flexible approach to working hours.
- 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.

Benefits

- 25 days holiday plus bank holidays (pro rata)
- Extra day's holiday on your birthday
- Included Christmas holidays when the office is shut over the festive period.
- Option to buy additional holidays (up to 5 days per year)
- Statutory Pension
- Discounts with various hotel groups for personal use
- Education and training – monthly job and industry training
- Profit related team bonus
- Anything is Possible Personal Development Plan
- Medi Cash Benefit

Please email applications to careers@makeevents.co.uk