



Job Title: Senior Event Producer
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

Creative/Operational Delivery:

- Responsibility and/or top-line oversight for projects for new and existing clients over £70k, and up to approx. £400k, (this could vary based on mentoring junior members of the team on lower revenue projects), as well as being assigned to oversee and mentor junior colleagues on any new client projects.
- Take inbound enquiries from existing clients and confidently manage the briefing process with internal teams (working alongside CRM & AM), third party suppliers and stakeholders.
- Leading on existing clients' new event proposals with sign off on thorough budgets, with oversight from a Project Director (and AM if applicable).
- Work with the Project Director and Head of Events and Operations to establish which projects require their involvement.
- 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.
- 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.
- Working alongside junior members of the team and in-house designer to determine proposals scope, input and layout.
- Being involved in new business pitches as and when required.
- Presenting and pitching in a team to win new business /events and taking to contract stage.
- Organising and facilitating both internal and external 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.

THE ULTIMATE EXPERIENCE AGENCY

House of Make, First Floor, Bollin House
Bollin Walk, Wilmslow, Cheshire, SK9 1DP

0161 478 2500

info@makeevents.co.uk

www.makeevents.co.uk

Registered in England 09433804



- Full production management of all event logistics from conception to roll out
- Full responsibility for managing the delivery of the event including oversight of the delivery team on your event; supporting your Project Director in this capacity for the larger, more complex events.
- Full responsibility of external suppliers for pitch and onsite delivery, including but not limited to, video content, script development, AV production, and entertainment.
- Full responsibility of the profit for all your delivery teams' events ensuring all margin targets are being adhered 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.
- Conference content management, creating technical running orders, running a show, room and stage management, and show calling as and when required (In-house training provided)

Account Management:

- Working closely with the team 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.
- Working alongside an Account Manager and Client Services Director to identify any accounts with growth potential, and that would benefit from additional input.

Other:

- Contribute to the wider business vision and strategy.
- Managing and mentoring project teams.
- Having a strong commercial focus.
- Training of junior team members.

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

Requirements

- Three or more years of event agency experience in a similar role.
- Preferable: Leading on medium to large scale complex conferences
- Logistics skills - logistics planning and management
- 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.

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- 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