

## Job Description

Job Title	Senior Event Production Executive
Reporting to	Event Team Manager
Purpose	To design and deliver events and live marketing activities, to manage event programmes for event spaces and/or innovation hubs

Key Responsibilities	Specific Tasks	Business Objective
Event Planning	<p>Plan, deliver and evaluate Event and Live Marketing programmes to meet client objectives and identify areas for future improvement to drive better customer satisfaction and operational efficiencies.</p> <p>Own projects from start to finish and be invested in achieving the result.</p> <p>Report to Newable management on Event and Live Marketing projects progress and outcomes.</p>	High customer satisfaction
Event Management	<p>Plan, deliver and evaluate a wide range of virtual and in person events such as (but not limited to) workshops, master classes, conferences, pitching and brokerage events, trade shows, trade missions, bootcamps etc.</p> <p>Take responsibility for the attendee's experience start to finish.</p> <p>Ensure event KPI and admin trackers and documentation are consistently kept up-to-date.</p> <p>Support and contribute to the development of the wider events programme planning.</p> <p>Provide mentoring and coaching to new team members.</p>	High customer satisfaction
Event Space Management	<p>Manage event spaces, innovation hubs and/or community centres as part of the programmes supported by the Events and Live Marketing team.</p> <p>Act as primary point of contact for our clients during the planning process while also liaising with on-site teams.</p> <p>Ensure that the client's vision for their event programme is executed, and that they are fully supported from kick-off to post-event.</p> <p>Ensure all technical and logistical requirements at the managed event spaces and/or community hubs are in place and working.</p> <p>Design, plan and deliver on-site programmes and live marketing activities for the managed event spaces to achieve the objectives and KPIs agreed with our clients.</p>	High client satisfaction
Communications Campaign Management	<p>Work with the Event Marketing Team and Newable Central Marketing to:</p> <ul style="list-style-type: none"> <li>plan and deliver marketing and communications</li> </ul>	High customer satisfaction Always improve

	<p>campaigns for your event and programmes;</p> <ul style="list-style-type: none"> <li>• develop creative and delivery support for your campaigns;</li> <li>• evaluate the effectiveness of all marketing campaigns, providing feedback on stakeholders' response and suggesting improvements.</li> </ul>	
Stakeholder and Partnership Management	<p>Proactively engage with event and programme stakeholders including attendees, clients, suppliers, sponsors, partners, internal and external teams.</p> <p>Build strong, trusting, working relationships with internal and external stakeholders.</p> <p>Represent Newable and its clients externally to develop the profile and reputation of Newable and its clients.</p>	To increase Newable's and our client's profiles.
Budget Management	<p>Operate with an event project budget, manage the income and expenditure within an agreed budget and at all times achieve best value for money.</p> <p>Negotiate best deals with clients, suppliers and partners.</p> <p>Ensure the systems and processes operated by the team promote the most effective use of people and resources in terms of cost-efficiency.</p> <p>Ensure Newable and clients' procurement and compliance requirements are constantly met in all your activities.</p>	Cost efficiency Business impact
Best Practice	<p>Proactively share best practice and contribute to develop a team's best practice documentation with the aim of systemising processes and achieving operational efficiency.</p>	Business efficiency
Digital Tools Development	<p>Support the development of digital automation and lead generation tools and systems to meet the needs of the our programmes and events.</p>	Business efficiency
Procurement and Compliance	<p>Ensure the project meets the procurement and compliance standards of our clients.</p> <p>Ensure you comply with agreed internal and external standards and any other regulations affecting the business.</p>	Cost efficiency Business impact
Team Culture Development	<p>Facilitate a single team culture across the Events and Live Marketing team, embracing the Newable Values:</p> <ul style="list-style-type: none"> <li>• Think Big</li> <li>• Get Going</li> <li>• Always Improve</li> <li>• Pass it on</li> <li>• Grow Together.</li> </ul>	High performance team
Other	<p>Flexibility is required to meet the needs of a changing business as we grow.</p>	Business efficiency

## Candidate Profile

Element	Essential	Desirable
Skills	<ul style="list-style-type: none"> <li>• Event Planning</li> <li>• Event Management</li> <li>• Event Spaces/Community Hubs Management</li> <li>• Project Management</li> <li>• Budget Management</li> <li>• Stakeholder Management</li> <li>• Supplier Contracts Negotiation</li> <li>• Communication (written and verbal)</li> <li>• Time Management</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing collateral creation</li> </ul>
Qualities	<ul style="list-style-type: none"> <li>• Proactive, can-do attitude</li> <li>• Exceptional problem solver, who owns projects start to finish, is pro-active and able to show initiative, innovation and flexibility</li> <li>• Confident in dealing with a range of stakeholders</li> <li>• Highly organised and obsessed with attention to detail</li> <li>• Creative</li> <li>• Team player who contributes to a positive culture</li> <li>• Robust and resilient</li> </ul>	
Knowledge and Experience	<ul style="list-style-type: none"> <li>• 3+ years' business event management</li> <li>• 1+ years' experience designing and managing event programmes for innovation hubs, business membership clubs and/or community spaces</li> <li>• 1+ years' experience using virtual event systems</li> <li>• Proven negotiating abilities</li> <li>• Advanced Microsoft Office skills</li> <li>• Experience using event registration platforms and online forms</li> <li>• Experience using CRM and Marketing automation tools for events (e.g. Salesforce)</li> <li>• Budget management in excess of £30,000</li> </ul>	<ul style="list-style-type: none"> <li>• Budget management in excess of £50,000</li> <li>• Experience working with SMEs and understanding of business growth</li> </ul>
Qualifications	<ul style="list-style-type: none"> <li>• Degree in Marketing, Event Management or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Event Management or Marketing qualification</li> </ul>

## Conditions and Remuneration

Starting salary	£30,000 - £35,000 D.O.E.
Benefits	Newable Benefits Package
Hours	Full time - Monday to Friday, 9.00am to 5.00pm. Additional hours may be required due to event delivery times.
Location	City of London, EC2N 4AJ
Holidays	25 days per annum

**Newable is committed to equal opportunities for all, irrespective of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation, or any other protected grounds. Disabled people who meet all of the essential criteria will be invited to interview.**