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Role:	Assistant Ops Manager
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## JOB DESCRIPTION – SENIOR EVENTS PRODUCER

**JOB TITLE:** Senior Events Producer

**ACCOUNTABLE TO:** Director of Events/Video

**JOB PURPOSE:** Create, win and deliver events to delight clients and deliver lasting value to the Events team.

### KEY RESULT AREAS

1. **Work in tandem with Client Services to deliver multiple projects to achieve targets & retain clients**

**MEASURES:**

- Actual against target
- Client development

2. **Conduct safe working practice briefings for client events according to the agreed criteria and the risk assessment/method statement in order to assist in ensuring a safe working environment for all involved.**

**MEASURES:**

- Briefings take place
- Feedback from third parties involved

3. **Manage all aspects of the budget relating to a given project to ensure profit is maximised and costs of sales are actively monitored.**

**MEASURES:**

- Budget against actual

4. **Actively participate as a team member to assist in the overall development and success of the team; while demonstrating positive behaviours in line with the Outlook Road Map.**

**MEASURES:**

- Feedback from line manager

5. **Manage all project activity on site, including staff and other producers, suppliers and delegates, so that the event meets the expectations of the client.**

**MEASURES:**

- Feedback from client/delegate
- Feedback from supplier

6. **Create (where necessary) and update all relevant data onto the CRM system in order to provide accurate and up to date management information.**

**MEASURES:**

- Emails tracked in CRM system
- Actual updated information on CRM system

7. **Take a senior role on large-scale communications initiatives to exceed the expectations of the client.**

**MEASURES:**

- Feedback from client/delegate
- Feedback from supplier
- Budget against actual

8. **Take a senior role in creative discussions in relation to events, exhibitions, media, & strategic planning to ensure the delivery of proposals for new business (both written and/or in person).**

**MEASURES:**

- Actual new business won
- Feedback from team

9. **Support the internal marketing function in the creation and delivery of material to promote the Events team.**

**MEASURES:**

- Actual materials produced
- Feedback from team
- Feedback from Marketing Director

## **COMPANY VALUES**

**Commitment** – Working above and beyond the norm, helping to exceed client expectations by producing great work and being proud to work for Outlook.

**Collaboration** – Foster positive and productive working relationships with your colleagues, Client Services, producers and clients.

**Creativity** – Help to develop winning design solutions and ‘out-of-the-box’ thinking to tackle design and communication challenges.

**Motivation** – Continually set high standards and push yourself to learn new techniques, innovate, encourage and be a positive influence on the team.