



Senior Event Manager Job Description

About us

Pure Communications Group is an award-winning creative communications agency with engagement at the heart of everything we do. We work in partnership with our clients; to strengthen customer relationships which puts them ahead of the competition; to inspire and engage staff which creates loyalty and commitment, and we build experiential brand awareness campaigns which put companies in the spotlight of their buyers. We deliver these communications strategies by creating experiences through Virtual, Live and Hybrid Events, Digital engagement, experiential engagement, experiential campaigns, and content design.

What does that mean? The Role

We are looking for a Senior Event Manager with a proven ability to run projects from end to end: brief, pitches throughout the project lifecycle from development to delivery. You will conceptualise themes in response to client briefs and bring the creative to life for virtual, hybrid, live and digital campaign solutions. You need to demonstrate your breadth of experience across these different delivery formats and have an opinion on the pros and cons of each from a client perspective.

This client-facing role requires excellent account management skills to maintain and build client relationships and excellent project management delivery skills. You will deliver and coordinate all aspects of a solution, ensuring they are kept within budget, and you will be comfortable coordinating all technical and production aspects, managing third party production /AV companies, designers, and copywriters.

You will also have an informed opinion on the technical solutions we provide to run virtual and digital campaigns.

Responsibilities will include:

- Capturing, interpreting and responding to client briefs
- Developing creative from mood boarding virtual/live and experiential projects to its delivery
- Planning and producing a variety of events ranging from small executive dinners to larger experiential, press days, product launches and digital campaigns
- Identifying appropriate on brand and on budget solutions
- End to end project & budget management
- Managing and briefing talent, AV and technical production staff, designers etc.
- Talent booking - artists, influencers, special acts etc., negotiating with and coordinating suppliers

About You

You are a creative thinker, a serial project manager with the ability to multi-task and juggle multiple event production cycles across an international event portfolio. You have exceptional skills in every aspect of event production (pre and Virtual/Hybrid/Live), conceptualising creative, operational planning, and delivery.

- Your interpersonal and communication skills, simply put, amazing! As is your ability to work under pressure and in compliance with company policies.



- You are an exceptional relationship builder with the ability to communicate well with all levels.
- You enjoy being the key point of contact and information for many invested parties and key stakeholders.
- You proactively keep up to date with industry trends and happenings to ensure all events you produce and programmes you develop and deliver are compelling and relevant.
- You have a passionate approach. You take great pride in your work, with acute attention to creative and practical details,
- You bring a positive can-do attitude to work.
- Finally, you are passionate about corporate communications for stakeholders, employees, B2B or consumers!

Experience

- You will showcase your creativity with examples of engaging themes you have created to fulfil a client brief.
- Have a best-in-class methodology for project management A-Z
- You will have extensive industry contacts, including keynote speaker agencies, AV companies, Creative Designers, Copywriters, and freelancers
- Knowledgeable of different virtual event platforms and their limitations
- Six years plus experience within a communications, marketing, broadcast, or production agency

Detailed job responsibilities

- Co-ordinate the planning and delivery of multiple projects and events simultaneously, across all service offerings (Virtual, Content, Live & Other) with ability to work in with multiple currency budgets.
- Work closely with the Account Directors, Head of Events and Founder & CEO to ensure that new opportunities are identified across all service offerings within your accounts.
- Ensure that all of your projects meet profitability targets set by the business. Manage your project supply chain to ensure you are securing the best negotiated deal at all times with each supplier.
- Contribute to the growth of the business by assisting in growing your accounts.
- When applicable to supervise and instruct an Event Manager or Events co-ordinator /Assistant if required, and to ensure that they are performing the roles of their job description
- Research, negotiation and management of suppliers including virtual platforms, digital solutions, creatives, venues, production, caterers, décor, ground agents both within the UK and internationally.
- Produce proposals for both existing and prospective clients and ensure that they reflect the Pure brand in terms of originality, quality, and brand identity. Amongst other things, this will involve researching digital solutions, campaign concepts, virtual platforms, venues, supplier negotiations, site visits, controlling budgets etc.
- Liaise with and maintain excellent working relationships with existing client base.
- Make regular calls to clients and look for ways of developing new business and introducing new clients to the company.



- Oversee the administrative aspect of every client program, i.e. send out booking forms, ensure the appropriate invoices are submitted to clients, ensure commissions are collected from venues, etc.
- Attend meetings as a representative of the company.
- Manage and deliver live and hybrid events in the UK as well as overseas as and when required.
- Manage digital marketing campaigns and other non live communication solutions to fulfil client briefs.
- Positively contribute to your team and the company, by demonstrating innovation and integrity in your work, setting an example for the more junior team members.
- Manage expenses and other finance related tasks within the business.
- Assist with implementing further positive structures within the business.