

B2B Production & Content Manager, Custom Events

Company: Corinium Global Intelligence

Division: Corinium Access

Location: Remote, U.S. Based

Type: Full Time

About Corinium Access

For the past 6 years, Corinium Global Intelligence has been producing global conferences, custom events and content for a cross-industry audience of executives with roles in: data, analytics, data science, digital transformation, marketing, finance, learning, customer experience, and more.

Our global community of over 700,000 contacts, look to Corinium to help them as they navigate and expand their roles within their organizations.

Corinium Access was founded to provide our customers with ACCESS to our community. We leverage our engaged contacts, our marketing acumen, and world-class event planning expertise, to help our clients plan any and all aspects of their own events. Our scope includes audience acquisition (i.e. driving registrations to their events), custom roundtables, fully produced multi-day conferences, and everything in-between.

As one of the fastest growing, and most successful divisions at Corinium Global Intelligence, joining our team provides a tremendous opportunity for strategic input, and personal growth.

Job Description

Producers are at the core of our business. From day one, you will be responsible for the timeline of the client's journey: the research, planning, organisation and on-site management of their event, serving C-Level professionals in the data, analytics, digital and innovation space. Exhibiting an entrepreneurial flair, an eye for detail, business research acumen and project management skills, you will form key relationships with the Sales, Marketing and Operations functions within our organisation to ensure the smooth, well communicated and profitable execution of each event you work on, strengthening our ever-growing global brand.

Key Responsibilities

- Producing a targeted number of profitable custom business events for the Corinium Access business, including bespoke client conferences, roundtables and workshops.
- Project leading custom Roundtable and Workshop events, ensuring clear and organised communication with both the marketing and operations teams to ensure smooth event campaign and onsite delivery.
- Working directly with the client to understand their product, solution, and expertise, and research their industry and competitive landscape through desktop research.
- Developing and articulating, engaging and thought-leading event agendas, websites, marketing copy and talking points for each individual private event.
- Creating original and innovative marketing copy, as well as online content to support promotional campaigns.
- Inviting, confirming and managing executive level private event attendees, speakers, and moderators for each private roundtable or workshop event.
- Nurturing relationships pre-event with confirmed private event attendees to understand their goals and drivers for attending a client's private event. Using this information, in collaboration with the client, to create content and incentives that mitigate attrition and increase engagement.
- Using your unparalleled access to our most high-level attendees to build a network of "friendlies" to whom you can look to for future contribution as moderators, speakers, content providers and to join our growing executive Advisory Board
- Developing strategies for engaging and serving your contacts both at the event and post-event.

- Managing event on-site (potentially on an international basis), ensuring the smooth execution of events as well as networking with senior business leaders for future engagement and business.

Key Competencies

- Enthusiastic self-starter with excellent initiative, strong work ethic and 'can do' attitude.
- Confident and effective communicator, with an ability to quickly create rapport and build relationships.
- Entrepreneurial flair with business acumen, reflected in an ability to maintain budgetary control as well as build commercially appealing and result-driven products.
- Exceptional organisational and time management skills; able to balance multiple tasks, effectively prioritise and meet deadlines
- Calm under pressure and able to think quickly and rationally when confronted with any type of challenge.
- Able to collect, understand and utilise large amounts of complex information from varied sources.
- Advanced level of written communication skills, with the ability to create professional and engaging agendas, copy and content.

Key Requirements

- You will have at least 6 months commercial experience – conference production, sales or marketing.
- You will be fluent in English and additional languages will be beneficial.
- You will be trustworthy and confident in working remotely and managing the independence associated with it.
- You will be able to travel internationally to manage your live events.
- You will be able to work on North American and European events, with flexibility to adjust your work days to include work hours in the specific time zones of your event/s.

Benefits

The role offers a competitive salary and incentive plan, benefits such as a contributory pension scheme (UK-only), medical/dental/FSA/HSA/401K (US-only) and the chance to travel across the world to our events. This is a great opportunity for a successful candidate to join a dynamic company in a rapidly evolving space.