

Employee Position Description

Thursday, March 09, 2023

Position Title	Senior Event Producer	
Team Unit	Consumer Goods Portfolio	
Location	Messe Frankfurt Middle East GmbH – Dubai Branch, United Arab Emirates	
<p>The purpose of a position description is to explain the primary reason why a position exists, its key focus and what it is expected to accomplish. In addition, it identifies the type of experience, skills and capabilities required to perform the role at a fully competent level.</p>		
Employee Role Purpose		
<p><i>The role of the Senior Event Producer for Messe Frankfurt Middle East is to:</i></p> <p><i>Timely production of compelling market-leading event features, content and activations designed to deliver a high quality event experience and value for visitors, exhibitors, sponsors and partners whilst driving revenues and relevant content to support marketing and PR activities across the portfolio.</i></p>		
Key Organisational Relationships		
Line Manager	Portfolio Director	
Indirect Reporting	Show Director	
Peers	Senior Producers within two other portfolios	
Direct Reports	Event Producer, Sponsorship Manager, Team Assistant	
Stakeholders	Internal: Sales, Marketing, Creative, Operations, PR, Finance	
	External: Customers, exhibitors, industry partners, trade associations, government agencies, media, suppliers	
Key Accountabilities		
Primary Accountability	<p>Production of industry relevant event features, content and activations in line with the needs of the market. Undertake regular research and analysis to develop appropriate concepts that support the growth and development of the event brand, drive revenues and create compelling marketing and PR content.</p> <p>Projects include but are not limited to; Awards, Gala Dinners & Networking Events, Conference & Seminar programs, Live Stages, Product Showcases, Sponsor Activations</p>	
Strategic Planning & Concept Development	<ul style="list-style-type: none"> • Work with the Portfolio Director and Show Director to provide input into the overall Strategic Plan for the event/s. • Keep abreast of industry trends, topics, market leaders and competitive events. • Attend meetings with key clients, industry partners, associations and media to build relationships and collect insights into market needs • Develop creative concepts to present to the Portfolio and Show Directors regarding potential new features, content and activations for each event • Identify key thought leaders within the relevant industries and build a database of potential speakers 	20%

	<p>for conference and education led content.</p> <ul style="list-style-type: none"> Initiate and plan visits to both international and local competitor and industry events to meet with potential and existing customers/partners, identify market trends and gain ideas for new content and activations, ensuring practical travel costs within budget. 	
Project Management	<ul style="list-style-type: none"> Develop critical paths in order to deliver on agreed projects across the portfolio Work collaboratively with internal stakeholders including Operations and Creative on the delivery of projects both on time and within budget Source, brief and manage all external suppliers on project deliverables Work with Marketing and PR to ensure appropriate and accurate promotion of all event activities to meet sponsor and partner expectations Work with Portfolio Director on the delivery and constant evolution of the Awards program including categories, judging and gala night Support Event Producer in the research, design and delivery of engaging conference programmes Support Event Producer in the building and management of speaker database and collection of content including headshots and bios Secure necessary accreditation and DTCM permits for conferences maintaining necessary relationships with appropriate bodies Produce value add business activities alongside the key events such as workshops, press briefings, road shows, etc. Act as onsite Project Manager for execution of all deliverables from build-up through to tear-down and resource additional staffing accordingly 	40%
Budget Management & Planning	<ul style="list-style-type: none"> Work with Portfolio and Show Directors to build and develop appropriate show budgets. Ensure optimal allocation of budgets, manage costs within the budget tracker and regular report on cost management to the Portfolio and Show Directors. Work with Operations in negotiation of supplier rates and contracts where applicable Proposal of barter agreements with partners and relevant associations etc Timely raising of Purchase Orders, Invoices and Job Completion Certificates in compliance with Finance process and compliance 	10%
Sponsorship	<ul style="list-style-type: none"> Work with the Sponsorship Manager in developing new and improving existing sponsorship products and opportunities to meet revenue targets Support the Sponsorship Manager in finding creative solutions for bespoke sponsorship proposals Support the Sponsorship Manager in identifying potential new sponsors (both exhibitors and non- 	20%

	exhibitors) <ul style="list-style-type: none"> • Work with Sales & Marketing in the production of sponsorship related sales collateral 	
Team Management	<ul style="list-style-type: none"> • Ensure the high performance, motivation and development of your direct team including Event Producer, Sponsorship Manager and Team Assistant • Provide continuous training and development as well as mid-year and yearly performance review and appraisal based on set KPI's • Work alongside a wider show team which includes other Sales & Marketing to achieve a common goal. 	10%
Other	<ul style="list-style-type: none"> • Perform any other duties as reasonable correspond to the general character of the post and are commensurate with the grade and level of responsibility 	
Person Specification		
<p>The following list is based on what is required to perform the role at a <u>fully competent level</u> (not those of the incumbent), indicating which requirements are essential and which are preferred (or desirable).</p>		
Education	Essential: Bachelor's degree in Business, Marketing, Advertising, Event Management, or a related field of study.	
Experience	<p>Essential:</p> <ul style="list-style-type: none"> • Minimum 5 years' experience in event production • Project Management experience • Budget Management • Demonstrable experience in a high pressure, deadline driven environment requiring tact, judgment and discretion in handling internal and external stakeholders • Ability to engage with senior business leaders • Previously managed a team or direct report <p>Preferred:</p> <ul style="list-style-type: none"> • Exhibition Experience • Middle East experience • Agency or Beauty/Consumer Goods experience • Marketing/PR experience/exposure • Arabic language skills 	
Personal Attributes	<ul style="list-style-type: none"> • High ethical standards demonstrating integrity, objectivity, honesty, due care and hospitality • Possesses cultural awareness and sensitivity • Organised and efficient, highly effective at managing multiple projects at one time with excellent attention to detail • Acts confidently and assuredly; communicates competently with different groups of persons, reacts in a relaxed way to critical requesting; persuasive, responsive and always pro-active • Shows high commitment and high willingness to perform; takes over additional tasks and responsibility on own initiative; and shows flexibility as a team player 	

	<ul style="list-style-type: none"> • Is resilient in difficult situations; is able to cope with setbacks; reacts in a flexible way to unexpected events; can handle pressure and work to tight deadlines. • Creative and strategic thinker • Strives for continual innovation and process improvement • Possesses keen knowledge of the latest trends in the online, social media and digital spaces
Computer Skills	Essential: Microsoft Office Applications (Word, Excel and PowerPoint) Other: Sage Sales Logix, Basic Design Applications (Adobe etc)
Core Skills	<ul style="list-style-type: none"> • Project Management • Budget Management • Creative Concept Development & Strategic Planning • Copy writing • Critical thinking and financial literacy • Analytical & creative problem solving • Data Management and Process compliance • Excellent communications skills in both written & spoken English <i>(Arabic desirable but not essential)</i>
General Performance Requirements These are competencies describing the abilities, motivations, and traits of the Employee. Like the core skills, the general competencies are to be observed and given feedback on during the performance reviews.	
Professional Knowledge	<ul style="list-style-type: none"> • Has well-founded and acknowledged specialised and methodological knowledge • Engages personally in further trainings in adjoining fields of activity
Change	<ul style="list-style-type: none"> • Deals objectively with upcoming changes and accepts them • Applies new procedures and processes to own field of activity • Is interested in other cultures; is informed about other cultures and their particularities
Problem Solving	<ul style="list-style-type: none"> • Becomes acquainted with new problems within a reasonable lapse of time; analyses systematically and proposes solutions • Structures complex problems; plans systematically necessary working steps for self and others • Collects actively relevant information for decision-making; balances pros and cons of decisions; supports their execution actively
Behavioral	<ul style="list-style-type: none"> • Displays endurance and capacity for a fast pace • Assertive and has the ability to take charge of situations • Follow policies, accept external controls and supervision and work within the rules • Positive attitude regarding people and outcome • Uses available information to make quick decisions • Friendly, cooperative and agreeable • Independent and self reliant • Able to think clearly and be objective in decision making
Social	<ul style="list-style-type: none"> • Listens actively; delivers content and own opinion comprehensibly and clearly; inquires in case of uncertainties; is able to expose own position;

	<p>has basic presentation skills</p> <ul style="list-style-type: none"> • Approaches other people actively; is able to integrate in existing teams; accepts different opinions • Discerns interpersonal conflicts; avoids personal attacks; aims at objective solutions; searches for compromise • People oriented and participates with colleagues; sociable
Entrepreneurial	<ul style="list-style-type: none"> • Adjusts planning and execution of tasks to the achievement of the department's targets (short term or long term strategy) • Derived from the target settings set on personal targets and adjust the work to them; defines detailed target and performance expectations • Is mindful of cost reduction and, if possible, of maximising profit; respects cost planning
Leadership	<ul style="list-style-type: none"> • Knows the requirements, rules and principles for field of activity; observes them on the whole • Sets clear and realistic targets for himself and others; respects priorities and higher-level general framework, passes on necessary information for objectives • Is interested in personal and technical development of employees/colleagues; identifies and formulates development needs; gives positive and negative feedback to employees • Challenges others to develop as leaders while serving as a role model and mentor. • Inspires coworkers to attain goals and pursue excellence. • Identifies opportunities for improvement and makes constructive suggestions for change. • Manages the process of innovative change effectively. • Remains on the forefront of emerging industry practices.