

**Energy Industries Council (EIC)  
Job Description**

<b>Job Title:</b>	Event and Project Producer, International Trade	<b>Business Location:</b>	London/ Aberdeen/ Remote
<b>Job Grade:</b>	Permanent	<b>Benefits Grade:</b>	Dependent on experience

<b>Responsible to (Line):</b>	Director, International Trade	<b>Responsible to (Function):</b>	International Trade
<b>Responsible for (Line):</b>	N/A	<b>Function: (If appropriate)</b>	N/A

**Purpose / Role**

To effectively and efficiently lead, manage, promote and develop the EIC's Flagship event. This key role will report to the Director of International Trade and work across the whole energy sector, delivering, selling and creating a full programme agenda and side events around the conference week as well as follow up outward trade delegations.

**Key aims and objectives**

- To lead, develop and deliver the flagship event
- Have overall responsibility for the commercial success of the event including hitting revenue and attendance targets and setting sales strategy for the entire project
- To keep up to date with market intelligence and energy sector knowledge and work with EIC regional and Market intelligence teams to shape agenda
- To work with the International trade team to develop show schedules
- Work with DIT posts and stakeholders to bring in inward delegations to the event and then manage reciprocal outward trade delegations.
- To identify, pursue and forge strong relationships with the international/independent oil, gas, power and renewable and clean tech companies
- To understand the need of our members and their business strategies and how the event can support them to build long term relationships and maintain close and regular contact with key stakeholders, including UK and overseas trade associations, government organisations and influencers in the energy sector
- To work with the International Trade team, ensuring targets and surplus are achieved
- To drive sponsorship and sales for the event

**Prime responsibilities and duties**

**Event Management**

- Lead, manage and support the development of our flagship annual event
- Develop the event agenda with key internal EIC teams
- Project manage the internal and external teams involved in the event
- Create event templates and processes to share with event stakeholders
- Develop the Exhibition: Create and innovate, ensure that we are leading the way!
- Manage event from pre to post event actions
- Work with regions to recruit overseas speakers for the event and facilitate speaker liaison and tests
- Recruit keynote speakers for the event, and manage all speaker liaison
- Schedule regular appointments both face to face and over the telephone with potential speakers, ensuring they are aware of our services and we are their platform of choice when engaging with the supply chain
- Build long term relationships and maintain close and regular contact with influential suppliers and purchasers in the energy sector
- Manage venue sourcing and liaison and event set up.
- Manage all AV and catering requirements
- Tender for and work with stand contractor to develop exhibition and event
- Manage all exhibitor and speaker liaison
- Ensure good attendance at the event
- Manage both virtual and in person elements of the event
- Liaise with the Project and Events Coordinator to organise all administration activities for each event
- Responsible for managing the budget and meeting targets and generating surplus
- Liaise with local and national government departments and other trade associations
- Manage sponsorship opportunities and proposals
- Build relationships with DIT, SDI and Welsh government and their foreign posts
- Manage marketing campaigns for the event to maximise delegate attendance (including mailers, LinkedIn, twitter posts and the EIC website)
- Put together marketing schedule and materials and work with in house and external design teams

**General**

- Ensure a full understanding of all EIC member benefits

- Maintain a close working relationship with EIC teams
- Maintaining and sharing a record of engagement via the CRM system
- Carefully manage expenditure, keep accurate financial records and submit monthly expenses on time

#### Key internal interfaces

- CEO
- Director, International Trade
- Project and Events Managers, International Trade
- Regional directors
- Regional Event Managers
- UK Events Team
- Membership team
- Marketing team
- Sector analysts

#### Key external interfaces

- Speakers, Sponsors, Government bodies, Trade Associations, Regional Clusters, Venue providers, Catering providers, Event organisers, stand contractors
- Event Steering Committee, supporting partners, media partners EIC Members and non-members
- Trade and Government organisations
- External stakeholders

#### Core Skills and Experience

##### Required

- Planning and organisation: responsible for a complex and demanding annual programme of events
- Teamwork: working as part of a team and taking a hands-on role
- Results Oriented: using initiative to ensure excellent results in this key front-line area
- Communications: recruiting members to events, ensuring effective messages to a range of interlocutors
- Experience: Previous International event management experience is essential
- Marketing, social media, and sales experience
- Ability to multitask and prioritise workload
- Available and willing to travel overseas

Issued (date):	Signed by Line Manager:	Functional concurrence: (if appropriate)	Signed by Employee: