



**Role: Conference Producer**

**Salary: £30,000 - £35,000 per annum**

**Our mission is to accelerate industrial decarbonisation and we are hiring - are you our next content superstar?**

**Location:** Home-working with weekly team meet ups in London

**Your Experience:** 18 months-2 years of commercial content production in B2B events or business intelligence, You have a strong focus on high quality content that delivers great experiences as well as revenue targets.

**About Us:**

Decarb Connect is a global initiative that supports hard-to-abate sectors to decarbonise. Launched in January 2020, we are a growing start-up with an experienced team bringing expertise in network-building, content creation, in person/virtual experiences and data products.

Our focus is on sectors including cement, metals, refining, chemicals, glass and ceramics – all of which face significant challenges if they are to decarbonise and meet their net-zero goals. We support leaders in these sectors tasked with decarbonisation via a private members network, live and virtual events, reports, webinars and a podcast series.

The business growth in the past 3 years has been phenomenal and we're on a mission to keep this going and support those driving decarbonisation to make a difference. Our mission is our priority, but we are a for-profit, commercial organisation.

**Conference Producer: The Role**

Are you curious about the way the world works – do you love the challenge of learning about new concept or issues? Are you creative, focused, analytical and have a strong motivation to succeed? Do you thrive on the satisfaction of doing a job well, and knowing that your work has purpose? Perhaps you're someone who doesn't want to be "just another cog in the wheel" - you want to join a team where you'll have an impact on the business from day 1....

We're on the lookout for an experienced and enthusiastic Conference Producer to take charge of existing events and new events and develop the strategy and content that will drive their growth. You'll also support our Decarbonisation Leaders Network team by sharing intel and intros along with speaker suggestions for meet ups (separate from the event programmes that you'll wholly own).

**If this is you, talk to us about an exciting opportunity for you to build and grow a rapidly expanding global portfolio.** If the following describes you, get in touch:

- You excelled at school and university and staying on top of global trends is important to you
- Commercial approach to research, planning and event delivery
- Entrepreneurial – a problem solver and opportunity identifier
- Able to work autonomously, resourcefully and using your initiative



- A confident communicator – great at using conversations to advance your research and to develop relationships
- An organisational whizz – able to juggle multiple projects at different stages of development
- A keen eye for detail – take pride in the quality and results of your work
- Have a positive can-do attitude and thrive in a start-up environment and culture
- A team player who can support marketing and sales teams effectively
- Excellent writing skills to produce effective sales copy and craft benefit-driven messages in all aspects of your work.

#### Requirements:

- BA or BSc with a 2:1 degree or better
- Proven interest or experience in climate-related/sustainability issues
- Experience in energy, industry and/or investment events or content
- Have produced content for international markets that drove delegate or subscriber revenue as well as sponsorship
- Experience in launching new events
- A\* organisational skills - you meet deadlines and targets as a habit
- Superior writing and editing skills: you can show what it means to write in a way that supports commercial goals. You naturally have a good eye for detail and are strong on copy proofing
- You are commercially-oriented, but equally committed to providing audiences and clients with beneficial content and experiences

#### Role responsibilities

**1. Research with industry leaders** – The primary focus of your role is to research and develop content that will deliver our growth targets. You will conduct detailed, commercial telephone-based research with leaders from across the decarbonisation ecosystem. It will be your responsibility to develop relationships with key contacts and to record and share your learnings with the wider team.

**2. Agenda building** – You will translate your in-depth research into compelling, detailed agendas for conferences that resonate with our audience, reflect their priorities, and provide opportunities for solution providers to contribute to the discussions. You'll be able to demonstrate how you're your findings will drive delegate revenue and sponsorship revenue growth, year on year.

**3. Speaker acquisition** – You will secure a diverse speaker line-up including leaders from the hard-to-abate sectors to share their views, case studies and learnings from their decarb activities. You will need to be skilled at building rapport with senior-level executives to confirm speakers who will inspire, engage and educate our audience.

**4. Speaker management** – You will follow a defined process for managing speakers, gathering collateral and the maintenance of speaker relationships before, during and following each event you produce.

**5. Project management** – You will be the project manager for each of the events you produce, so it will be your responsibility to brief other members of the project team with your findings and rationale, and taking input to refine the product you are building. You'll keep an eye on the sales channels and will support those in sales and marketing roles as needed, with the end targets in mind.

**6. On-site event delivery** – You will travel to in-person events to support the onsite delivery of your events. You will be the point of contact for all the speakers and responsible for the smooth and timely running of the full event.

**7. Work closely with our Membership Network team** – you'll ensure that you share topics, market intel with your team mates in the DLN team. You'll be a regular provider of speakers, introductions and topic ideas to help grow membership content, you'll also look for cross-promotion opportunities and be a champion of the network in the market.

**What Decarb Connect can offer you:**

- 25 days Holiday per year plus bank holidays plus additional holiday between Christmas and New Year.
- Opportunity to contribute purposefully to issues surrounding climate and decarbonisation
- Mentoring from senior team and Founder
- Development and training opportunities and plenty of career growth as the business expands
- Competitive salary and bonus scheme, stakeholder pension plan

**To apply:**

To be considered, you'll need to send a compelling cover letter along with your CV that shows how you meet the requirements of the role to [careers@decarbconnect.com](mailto:careers@decarbconnect.com)