



## Job Profile

Job Title: Head of Event Content  
Reporting to: Interim Director/Director of Marketing & Communications

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### Job Purpose

You will be responsible for primary & secondary research to deliver and produce a range of media and broadcasting content for IBC's annual flagship event in September at the RAI, Amsterdam, and its' other events; this will include a range of themes from the TMT sector. You will play a key role in managing IBC's key content committees and international contacts to steer the editorial content to create critically and commercially successful output for these events and across all of IBC's other mediums, throughout the year. Along with these stakeholders and consultants, you will be responsible for acquiring and managing speakers for all events. You will have responsibility for actually producing or ensuring the production of a range of sessions within all IBC events.

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### Responsibilities

- Lead a team of two internal IBC Conference Producers and a Content Assistant to improve the quality of speakers in IBC events.
- Lead and manage IBC's external Executive Producers and consultants to ensure delivery of required outputs in a timely and effective manner, adhering to IBC's procedures and processes.
- Content Production:
  - Create and execute plans to drive a successful and compelling conference programme aligned to IBC's business content strategy.
  - Research the leading content topics for IBC's event portfolio and other outlets
  - Lead focused editorial meetings which deliver the best possible programme outcome for IBC's event portfolio.
  - Build excellent relationships with influential industry professionals and key stakeholders (including the Conference Chairman, Content Editor, committees, working groups, and editorial teams) to guarantee industry support and positive input into the event programmes.
  - Proactively manage the relationships with IBC's Executive Producers and Consultants, including chairing, planning and managing the regular content editorial meetings and intermittent communications.
  - Regularly provide communications and update reports on content for IBC's CEO, Director of Marketing & Communications, and other stakeholders.
- Speaker & Producer acquisition & management:
  - Researching speakers and producers and acquiring them for the appropriate event.
  - Validating all event content with producers and speakers including session descriptions and the event production schedule.
  - Working with the Content Assistant to ensure all technical requirements of speakers are collected and distributed to the IBC technical team.
- Marketing & promotion of content:
  - Write and/or brief IBC's copywriters to ensure that all copy is relevant, fresh and conveys the correct message.
  - Work with the Marketing Team to define target audiences and create communications material that will drive bookings for events.
  - Proactively jointly manage communications between the Content Team and all Marketing outlets – including IBC TV news, IBC Daily, IBC Social Media.
- Marketing and product development
  - Work with Marketing to research and plan additional content products such as Webinars
  - Provide content for all of IBC's social media outlets.
- Event Production:
  - Work with the IBC Events & Technical teams to ensure smooth event production of all IBC events
  - Work with the IBC Sales Teams to suggest and execute sponsorship or sales opportunities for IBC's events
- Financial & contractual management:

- Management of substantial aspects of the events budgets, defining requirements and contracting/managing appropriate resource to ensure key outcomes are delivered in a timely and efficient manner in line with IBC's procedures and processes.
- Reporting and forecasting on budgets.
- Negotiate and execute within IBC guidelines contracts for Conference resource

### **Key skills and competencies**

You must:

- Have good editorial judgement, as well as strong commercial acumen
- Be a confident individual prepared to persuade others in order to drive change.
- A background in the TMT Sector or other relevant sector.
- Have a unique blend of editorial research, conference/event production, planning and people skills
- Hold proven organisational, planning and project implementation skills with the ability to prioritise, multitask and always work to meet deadlines.
- Have great research skills and be confident in tackling new content topics.
- Be a strong team player.
- Possess strong interpersonal and communication skills.
- Have an excellent standard of written English.

### **Desirable**

- Experience of social media marketing in the events industry.
  - Multilingual.
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### **Experience:**

The ideal candidate will have a successful proven track record of:

- Experience in dealing with individuals of seniority with the ability to influence, build rapport and negotiate to reach required objectives.
- Extensive experience of managing and delivering the content for a portfolio of events
- Researching and assimilating information without supervision.
- Acquiring & managing speakers at all levels of seniority.
- Effective marketing and brand communication.
- An understanding and experience of the Entertainment, Media and Technology, especially the broadcasting industry.

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## Key competencies

<p><b>Commerciality &amp; strategic agility</b></p>	<p>Calculates short- versus long-term profitability using financial models and analysis.</p> <p>Demonstrates sound judgment when embarking on a project or activity outside agreed spend or ROI</p> <p>Implements business- development opportunities to gain competitive advantage and/or grow IBC</p> <p>Creates an atmosphere that motivates and gains commitment from people to achieve the business and organisational vision</p> <p>Proactively adapts and implements strategies and plans to exploit changes in sector and operating environment.</p> <p>Creates and communicates a clear vision and strategic direction for own area Translates IBC strategy and direction into action plans</p>
<p><b>Driving results and creating solutions</b></p>	<p>Proactively identifies and seizes opportunities, reorganising workload and refocusing resources appropriately</p> <p>Takes personal accountability for the long and short-term success of own business area/ team by removing barriers to business opportunities</p> <p>Quickly and accurately identifies subtle themes and issues in complex information</p> <p>Makes decisions like an owner of the business to make things happen</p> <p>Makes timely decisions for the benefit of the clients and the company, even when situations are ambiguous and information is scarce or unavailable.</p>
<p><b>Leadership and managing performance</b></p>	<p>Champions a trusting culture enabling people to learn from their mistakes</p> <p>Identifies and develops successors for key team roles, including own role</p> <p>Attracts, develops and retains high-calibre people</p> <p>Identifies and develops the critical competencies required for the business today and tomorrow</p>
<p><b>Collaboration and inspiring change</b></p>	<p>Actively promotes and champions team-based working throughout the business and addresses and remedies non-collaborative behaviour</p> <p>Takes an active role in creating cross-functional teams across business areas to address key business issues</p> <p>Demonstrates cultural awareness and sensitivity and is comfortable building virtual teams</p>
<p><b>Client focus and communication</b></p>	<p>Removes internal barriers to delivering service excellence to external clients</p> <p>Generates a culture of continual improvement in service delivery to internal and external clients</p> <p>Develops, drives and monitors service levels across business areas</p> <p>Negotiates effectively for the long-term benefit of the business</p> <p>Translates and communicates complex information in a way that enables the audience to</p>

	<p>understand it</p> <p>Creates an inspiring vision or sense of purpose for own Department and/or IBC</p>
<p><b>Applying expertise, awareness and innovation</b></p>	<p>Supports those who appropriately challenge existing norms, systems and bureaucracy</p> <p>Inspires, facilitates and embraces the generation of new ideas and/or methodologies and champions their implementation on a repeatable basis</p> <p>Initiates and oversees change/ innovation programmes that lead to business improvements whilst sustaining acceptable levels of operating effectiveness</p> <p>Consistently researches and implements the most valuable ideas generated</p> <p>Works effectively with internal and/or external clients to address the impact of sector and technological developments</p> <p>Uses information on economic, competitor and market trends to develop business plans and decision-making</p>