

**Job Title: Trainee Conference Producer**

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Location: SBK Healthcare

Job type: Permanent, full time

**Do you** have a positive attitude toward hard work and an appetite to learn and develop new skills?

**Are you** ambitious, goal orientated and a team player?

**Would you** consider yourself confident, passionate and professional?

**Are you** looking for a diverse and stimulating career in a fast paced commercial environment?

**SBK Healthcare** is looking to hire a Trainee Conference Producer to join its successful conference and online event business. The successful candidate will become a member of our small team to work on a series of high calibre national online forums. Our mission statement is to:

- **Create conference content driven by attendee needs and defined through detailed research**
- **Focus on customer service to meet attendee pre, post and live requirements**

Further information on SBK Healthcare is available at [www.sbk-healthcare.com](http://www.sbk-healthcare.com), [www.diabetes-nnf.co.uk](http://www.diabetes-nnf.co.uk) and [www.iapt-nnf.co.uk](http://www.iapt-nnf.co.uk)

**Job description**

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This role will involve researching, writing and marketing cutting-edge conferences across a range of areas in the healthcare industry. Producers are responsible for conducting desk-based research including telephone, internet and publications to assess the commercial viability of a particular topic and deliver a content driven conference. This will include identifying the audience and how to reach them, sourcing and recruiting speakers as well as writing the programme, marketing plan and sales copy. They will also be attending the online event on the day to make sure it runs smoothly and to network with speakers and delegates.

**Key objectives of the Conference Producer:**

**Develop** commercially viable conferences based on in-depth market research

**Carry out** comprehensive research into the relevant market and topic

**Write** promotionally-led programme and sales copy that are in the language of the market

**Acquire** the right speakers as identified during the research phase

**Always work** within the timelines and deadlines specified

**Travel to and contribute** to the conference on the day to ensure its success

**Write** a detailed post-conference report and carry out post-conference administration

**Work closely with** and develop excellent relationships with marketing and operations

**Skills required**

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- **Excellent time management and organisation skills** – self-motivated, able to meet tight deadlines and balance multiple tasks at one time.
- **Good communication and interpersonal skills** – the Conference Producer must have the ability to build and sustain relationships, network and conduct research with a wide range of people on a daily basis.

- **Proven research skills** – the perfect candidate will not only be gathering information from research contacts and developing knowledge but will also have to interpret this, discard the red herrings and transform raw research into a commercial product.
- **Commercial acumen** – applicants should be entrepreneurial and able to identify the market and in each topic.
- **Copy writing** – successful applicants will need to write compelling and market led copy from the website to brochures to press releases which is shaped by research.

### **Job requirements**

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- Candidates are required to be educated to degree level
- No previous conference experience is required
- Candidates must have excellent research skills as well as strong written and spoken communication skills
- Commercial work experience and/or commercial flair and an interest in business is an advantage
- A confident and ambitious approach is necessary, as is the ability to work to tight deadlines

### **How to apply:**

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Please email [enquiries@sbk-healthcare.co.uk](mailto:enquiries@sbk-healthcare.co.uk) with your CV and a half A4 page covering letter to say:

1. **Why you would like the job?**
2. **Why you think you would be suitable for the role?**

**Applicants without a covering letter will not be considered.**