



Content Producer

LEADERS is the premium event and content platform for leaders in world sport. Our purpose is to help individual leaders and the wider industry get better by connecting the best people, sharing the best ideas and championing excellence all over the world. With physical and digital conferences taking place across 3 continents, as well as a series of specific workshops, networking opportunities and other content assets, Leaders are the trusted source of insight, learning and inspiration for all decision makers in sport.

THE ROLE

As part of the Content team, the Content Producer will work across the suite of Leaders products, including our physical, hybrid and virtual events, live broadcasts, special reports, email briefings and other audio/visual output, and be involved in researching and developing ideas, programming events, booking and liaising with speakers before, during and after events, writing articles and other copy, and working with stakeholders from across the business on content positioning, event planning and delivery.

THE RESPONSIBILITIES

- Conduct research to determine current and emerging sports industry trends using online tools, advisory boards and telephone research with our global network of sports industry executives
- Take an active role in creative idea session(s) with key stakeholders in the business to get initial input into programme ideas, potential speaker targets and creative new session formats
- Identify and invite speakers and contributors across the sports, entertainment, technology, marketing, sponsorship and media sectors
- Produce editorial content – including ideation and research, arranging and conducting interviews, transcribing, writing, liaising with designers and other relevant stakeholders and proof-reading
- Liaise with marketing and commercial teams on positioning and shaping of content, and integration of partners
- Liaise closely with the technical production/AV team to ensure content themes and speakers are brought to life in a creative and compelling way across events and audio/visual content
- Be an internal point of contact for all speaker/content requests and conversations
- Maintain high levels of CRM management, including an accurate pipeline of speaker prospects at all stages of event campaigns
- Co-ordinate and manage the speakers and programmes before, and onsite, during Leaders events
- Work with the marketing and client management departments to effectively promote events and content products, and keep key partners and other stakeholders up to date through all aspects of content programming and delivery
- Create rapport and relationships with the global stakeholder organisations in sport and generate commercial referrals.

THE PERSON

The Content Producer will hold a vital position in developing and delivering our conference programmes and editorial content. This will involve great writing skills and a creative approach to storytelling, attention to detail and an energetic, solutions-oriented approach. With that in mind we're looking for a driven, proactive individual who can multi-task and has the personal drive to over-deliver on tasks.

The ideal candidate will ideally have some experience in either an event programming or editorial environment, and will be a rising star keen to expand their experience and learn as part of a team. They will have strong communication, people and organisational skills and have some knowledge of the global sports industry, as well as a curious mind and their own ideas. This is a perfect role for a



Content Producer to work on large scale, industry-leading events and produce high-level content for the most influential people in global sport.

IDEAL CANDIDATE

- 1-2 years' experience in an event production or editorial environment
- Excellent writing and editing skills
- Great attention to detail
- Ability to multi-task and collaborate across business units
- Creative mindset to push the boundaries of b2b conference and content production
- Passion for the global business of sport and current affairs
- Proactive, energetic and responsible
- Articulate, presentable and confident to build relationships with high profile names in the sports industry
- An enquiring mind and quick learner
- An advocate for the company and a good fit with the Leaders values: Quality, Leadership, Collaboration, Aspiration, Accountability and Energy.

If you are interested please send a tailored CV and covering letter to david.cushnan@leadersinsport.com No agencies please