CONTENT PRODUCER – PROPOSALS
JOB DESCRIPTION & PERSON SPECIFICATION

NAME:
COMPANY: **BI WORLDWIDE**
DEPARTMENT OR TEAM: **EVENT MANAGEMENT**
REPORTS TO: **HEAD OF EVENTS**

Role Summary
We are looking for a strategic thinking, commercially minded and highly creative event professional who thrives on turning complex client challenges into compelling event solutions.

This role is responsible for leading the development of winning event concepts, proposals and pitches, managing a team of proposal and sourcing specialists, and ensuring every response is creative, commercially viable and aligned to the client's objectives.

The successful candidate will be naturally curious, challenge assumptions, interrogate briefs and identify opportunities that clients may not have considered themselves. They will be equally comfortable leading creative brainstorming sessions, developing proposal strategies, presenting to senior stakeholders and managing multiple high-value opportunities simultaneously.

Working closely with key stakeholders, Sales and Client Services teams, they will play a key role in driving new business growth while continually raising the creative standards across the Events division.

Principal Responsibilities:
To include, but not be limited to, the following:
- Lead, coach and develop the Proposal Manager and Venue Sourcing Manager, creating a high-performing and collaborative proposal function.
- Foster a culture of creativity, curiosity and continuous improvement.
- Support team members in developing presentation, proposal writing and strategic thinking skills.
- Lead briefing and discovery sessions, challenging assumptions and uncovering the underlying business objectives behind client requirements.
- Translate client challenges into innovative event concepts and experiences that differentiate BI WORLDWIDE from competitors.
- Lead the creative execution of pitch proposals, working alongside your team and our wider delivery team and sales function.
- Balance creativity, operational feasibility and commercial return when developing solutions. Lead in creating costings, clearly identifying the gross margins at the time of submitting the proposal / pitch.
- Act as the final quality control point for all strategic recommendations and creative responses before submission.
- Take ownership of multiple concurrent proposals, ensuring quality, consistency and adherence to deadlines.

Principal Responsibilities, continued.

- Formally present and sell in the solution(s) to the client as and when required.
- Identify emerging trends, technologies and audience engagement techniques that can be incorporated into future proposals through proactively attending relevant educational seminars and trade shows etc.
- Research and negotiation with all suppliers, relationship building and establishing them with BIW as a preferred partner where appropriate.
- Ongoing appraisal of preferred supplier partnerships, working with key stakeholders to resolve any issues with unsatisfactory performance.
- Communication with 3rd party suppliers and clients in a professional and always appropriate manner.
- Liaise with worldwide offices to forge relationships and deals with suppliers to gain profit / service benefits for BIW.
- Represent BIW externally at trade shows, educational trips and at industry associations.
- Attend supplier presentations to enhance product knowledge.

This job description should be regarded as providing guidelines within which an individual works. Other duties within the skills and capabilities of an individual may be assigned from time to time.

Person Specification

The experience, skills, and personal attributes required of the job holder include, but are not limited to:

Essential Experience

- 5+ years' experience in events, incentives, experiential or live communications.
- Proven track record of developing winning proposals and pitches for corporate clients.
- Experience of managing and developing people within a proposal, creative or event environment.
- Significant experience working to demanding deadlines across multiple concurrent projects.
- Strong presentation and storytelling skills with experience presenting solutions to senior stakeholders.
- Experience leading proposal strategy from brief through to pitch presentation.

Essential Skills

- Able to interrogate a client brief and identify the real business challenge behind the request.
- Strong conceptual thinking with the ability to generate innovative and commercially viable ideas.
- Excellent written communication and proposal development skills.
- Proficient in the creation of client facing documents and presentations using PowerPoint and other suitable programmes.
- Highly organised with the ability to prioritise multiple deadlines and competing priorities.
- Strong commercial awareness and understanding of event budgets, margins and profitability.
- Confident decision-maker who can work effectively in a fast-paced environment.

Personal Attributes

- Naturally curious and always looking for new ideas, trends and inspiration.
- Challenges conventional thinking and offers balanced solutions.
- Collaborative and brings the best thinking out of others.
- Resilient and calm under pressure.
- Passionate about creating exceptional experiences and delivering outstanding client outcomes.
- Comfortable operating in ambiguity and bringing structure to complex challenges.

This job description is subject to review in the light of changing circumstances and is not intended to be rigid or inflexible but should be regarded as providing guidelines within which an individual works. Other duties within the skills and capabilities of an individual may be assigned from time to time.

Last Updated November 2026