



## Education Content Producer

- **Location:** Brighton/Hove; up to 50 -70% of role requires global travel (**remote working not available**)  
**Role Type:** Full-Time 35 hours per week (hybrid 3 days in the office)
- **Reporting to:** Head of Event Production and working closely with our Head of Programming and Head of Brand Marketing
- **Salary:** £40k - £45k DOE

**This is a strategic, creative and relationship-driven role for someone who understands the global business events ecosystem and is keen to learn.**

**You need to thrive in a fast-paced environment and be passionate about elevating learning experiences that inspire and empower event professionals worldwide.**

**If this is you, please send your CV to [recruitment@imexevents.com](mailto:recruitment@imexevents.com)**

### **Who are IMEX:**

We deliver two vibrant trade shows each year for the global meeting and events industry. IMEX Frankfurt and IMEX America (Las Vegas) each attract over 15,000 participants every year. We facilitate face-to-face business meetings between exhibitors (who include international hotel chains, convention bureaux, destination management companies and tech providers) and meeting and event planners. Our popular education programs of 250-plus sessions are a highly valued part of the show experience.

We live and breathe our values and love where we work! In 2025 we were ranked in the Sunday Times top 10 places to work which we're extremely proud of.

### **Role Overview:**

The Education Content Producer plays a key role in supporting the design, curation, and delivery of world-class education for IMEX Frankfurt and IMEX America. Working closely with the Head of Programming, this role shapes the learning strategy, sources outstanding speakers, and builds compelling learning experiences that reflect IMEX's industry leadership and commitment to people-first, sustainable, inclusive, and innovative event design.



This role is both strategic and hands-on. It requires someone with editorial strength, excellent industry awareness (or a drive to learn), and a passion for elevating the IMEX learning experience—before, during, and between the shows. The role will help drive IMEX’s evolution as a global thought leader while supporting the production of best-in-class education.

**Key Responsibilities:**

**Content Strategy & Program Development**

- Support the development of the annual education vision, themes, and track structure for IMEX Frankfurt and IMEX America.
- Keep up to date with trends and culture to ensure our education program is future-focused, diverse, and aligned with IMEX priorities: sustainability, innovation, wellbeing, DEI, leadership, and design.

**Curate High-Impact Learning**

- Develop session concepts and curate programming across multiple learning formats: panels, workshops, masterclasses, campfires, case studies, peer-to-peer conversations, and experiential activations.
- Partner with internal teams and external collaborators to design specialty programs such as Association Leadership Forum, Exclusively Corporate / Corporate Forum, Tech & Innovation experiences, and Wellbeing initiatives.

**Speaker Sourcing & Relationship Management**

- Identify, assess, and recruit global speakers, practitioners, thought leaders, and innovators.
- Manage communication, briefing, and ongoing relationship building to ensure exceptional delivery.
- Cultivate long-term relationships with speakers, partners, and communities to build a high-quality contributor pipeline.

**Audience & Community Insight**

- Engage with IMEX communities—exhibitors, hosted buyers, associations, corporate planners, agencies, students—to identify evolving needs and shape content accordingly.
- Leverage audience insights, surveys, and post-show data to continuously refine content direction and improve program relevance.



### **Content Operations & Quality Control**

- Collaborate with Marcomms and review session descriptions, titles, speaker bios, and digital copy for strong editorial clarity and alignment with IMEX style guidelines.
- Interview potential speakers for content alignment with audience
- Balance the ambitions of the programme with the realities of resourcing, budget and operational needs.

### **Cross-Functional Collaboration**

This role will work closely with the following teams and individuals;

- Head of Programming and Marketing to support promotional content, highlight speakers, and position education themes.
- Education Operations to ensure session requirements, room formats, run sheets, and speaker needs are accurately delivered.
- Sales and Partnerships to integrate sponsor-led or co-created content while preserving educational integrity.
- Impact/Partnerships and the Hosted Buyer team to identify speakers, panelists and collaborators.
- Marketing team to develop between-show content with speakers (articles, interviews, video segments, social content, webinars) that reinforces IMEX's role as an industry leader.

### **Data-Driven Program Optimization**

- Analyse and provide context around session attendance, ratings, qualitative feedback, and year-over-year program trends.
- Provide insights and recommendations to enhance program quality, reduce overlap, increase engagement, and ensure track balance.

### **Event-Time Delivery & Onsite Support**

- Support onsite during both IMEX shows, including speaker management, room checks, session flow, timing, and problem-solving.
- Brief speakers ahead of the show to set them up for success.
- Review speaker evaluation results to inform future content and assess the value of our investment where fees are involved.



### **Skills & Experience:**

- Experience in content development, learning design, program curation, conference production, or editorial strategy (preferably within events, business, or education sectors).
- Experience sourcing speakers and managing contributors at varying levels of seniority.
- Strong knowledge or strong curiosity of the global business events/MICE industry and its emerging trends.
- Ability to see patterns and connect ideas.
- Can travel to multiple events globally and work across time zones effectively.
- Excellent stakeholder management, relationship-building, and communication skills.
- Familiarity with learning design principles (instructional design, adult learning models, blended learning formats) is an asset.
- Curious, proactive, and energized by discovering new ideas and future-forward thinking.
- Inclusive mindset with a passion for elevating diverse voices.
- Ability to edit ideas, curate a cohesive program and say no kindly.
- Highly organised with excellent attention to detail.
- Collaborative, kind, and comfortable navigating ambiguity.
- Exceptional research, writing, editing, and story-framing skills.
- Passionate about creativity, purposeful event design, and contributing to a joyful workplace culture.