



Event Manager - Brand Experience

Cheerful Twentyfirst

Summary

We are Cheerful Twentyfirst; a creative brand experience agency based in London and New York. We specialize in strategic and impactful live events, with best-in-class creative and your audience at the heart of everything we do.

As part of our continued success in North America, we are growing the team and looking for an exceptional Event Manager to join our New York ranks.

Immediate start.

Hybrid working, with an office based in New York City.

Permanent role.

Applications Close: 3rd April 2026

Who we are looking for:

A successful Event Manager is a multi-talented professional who combines creative vision with meticulous project management skills. You would be responsible for the entire lifecycle of an event, from initial concept to post-event analysis. This role is fast-paced, requiring a unique blend of creativity, technical expertise, and interpersonal skills.

The event manager will work across multiple accounts and projects, working with our in-house experts, and gaining extensive office and on-site experience. You will be working across multiple accounts and supporting several other production solutions for both virtual and live events.

Job Summary

The Event Manager is responsible for the end-to-end management of events, ensuring they are executed flawlessly and align with the client's objectives and brand identity. This role involves creative conceptualization, strategic planning, budget management, vendor negotiation, and

on-site production oversight. The Event Manager is the central point of contact for all stakeholders and is accountable for delivering a memorable and successful experience.

Key Responsibilities

- **Conceptualization and Strategy:** Collaborate with clients and stakeholders to define event objectives, themes, and strategies. Develop and present comprehensive event proposals that bring the vision to life.
- **Project Management:** Lead all aspects of event planning, including developing detailed project timelines, managing budgets, and coordinating with cross-functional teams (e.g., marketing, design, technical).
- **Vendor and Partner Management:** Research, identify, and secure venues, vendors, and suppliers. Negotiate contracts and manage relationships to ensure all services are delivered to the highest standard.
- **Budget Oversight:** Create and manage event budgets, track expenses, and ensure cost-effectiveness while maintaining quality.
- **Logistics and Production:** Oversee all logistical details, including event flow, floorplans, staging, audio-visual (AV), lighting, and décor. Develop and implement contingency plans for potential challenges.
- **Onsite Execution:** Be present on-site to lead event setup, manage the production schedule, coordinate staff and vendors, and troubleshoot any issues that arise in real-time.
- **Communication:** Serve as the primary point of contact for clients, vendors, and internal teams, providing regular updates and progress reports.
- **Post-Event Analysis:** Conduct post-event evaluations, gather feedback, and analyze performance metrics to measure success and identify areas for improvement.

Qualifications

- **Experience:** A minimum of 3-5 years of experience in event planning and production, with a proven track record of successfully managing and executing a variety of events (e.g., corporate meetings, galas, conferences, concerts, festivals, brand activations). Experience with live, hybrid, and virtual events is required.
- **Education:** A Bachelor's degree in Event Management, Hospitality, Communications, Marketing, or a related field is preferred.
- **Skills:**
 - **Project Management:** Mastery of project management principles and tools.
 - **Communication:** Exceptional written and verbal communication skills.

- Negotiation: Strong negotiation skills for securing favorable contracts with vendors.
 - Problem-Solving: The ability to think strategically and creatively to solve problems under pressure.
 - Organizational: Excellent organizational skills and attention to detail.
 - Technical Acumen: A solid understanding of event technology, including AV, staging, and audience engagement platforms.
 - Interpersonal: High emotional intelligence and the ability to collaborate effectively with diverse teams and clients.
- Personal Attributes: Self-starter, highly organized, flexible, adaptable, and able to remain calm and professional in a high-stress, deadline-driven environment.

We're a global team that champions a culture of creativity and ideas sharing. As part of the team, you can expect to learn from the best, experience an array of interesting projects and work with leading global brands. We offer a competitive package and benefits. Among our 75+ awards, we were recently awarded Global Agency of the Year and best Creative agency for the 5th year in a row. We encourage applications from all backgrounds. Cheerful Twentyfirst are an equal opportunities employer and will make all reasonable adjustments required at interview and throughout the recruitment process.

To apply, please send a cover letter outlining why you are suitable for the role along with your CV to Careers@cheerfultwentyfirst.com.