

JOB DESCRIPTION

EVENT TEAM

Position Title: Event Manager

Full Name:

Department: Marketing Department

Report to: Marketing Manager

Supervises: Event Team

I. Job Purpose

The ideal candidate will be responsible for overseeing marketing efforts for large events hosted by VIL, VCP, or BODs. These events span a diverse range, including in-store activations, pop-up campaigns, multi-day festivals, concerts, shows, and various promotional activities. You will work closely with cross-functional teams to plan promotional schedules and identify prime marketing avenues. The role demands exceptional organizational skills and the ability to thrive under tight deadlines while adhering to budgetary constraints. The Event Manager will also be tasked with supervising and guiding members of the event team and ensuring compliance with guidelines obtained from the regional office.

II. Key Duties and Responsibilities

- Develop event proposals and plans tailored to each brand's calendar and director's directives.
- Coordinate and manage corporate events, brand activations, private events, concerts, holiday décor, and seasonal shows.
- Liaise with internal teams and external vendors to ensure seamless execution of events.
- Create and manage budgets, ensuring cost-effectiveness and adherence to financial constraints.
- Collaborate with marketing and PR teams to develop comprehensive promotional strategies.
- Conduct post-event evaluations to assess effectiveness and identify areas for improvement.
- Stay abreast of industry trends and best practices to enhance event offerings and strategies.
- Cultivate and maintain relationships with key stakeholders, including suppliers, sponsors, and partners.
- Provide leadership and guidance to event team members, fostering a collaborative and high-performing work environment.
- Prepare monthly report for HOD.

III. Requirement

- Bachelor's degree in Marketing, Event Management, Hospitality, or related field.
- Proven experience (X years) in event management, preferably in the fashion and lifestyle retail industry.
- Strong project management skills with the ability to multitask and prioritize effectively.
- Excellent communication and interpersonal skills, with the ability to interact confidently with stakeholders at all levels.
- Proficiency in budget management and financial analysis.

- Creative thinker with a keen eye for detail and aesthetics.
- Ability to thrive in a fast-paced, deadline-driven environment.
- Proficiency in event management software and tools is preferred.

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