



## JOB DESCRIPTION – EVENTS EXECUTIVE

Job Overview			
Job Title	Events Executive	Travel Frequencies	Yes
Department	Venues	Grade	
Location	Riyadh , Saudi Arabia	Nature of the Job	Office Based
Reports To		Job Type	<input checked="" type="checkbox"/> Full time <input type="checkbox"/> Part time

Job Details	
<b>General Job Description</b>	<p>Events Executive formulate and run marketing campaigns for products, services or events that target consumers or other organisations.</p> <p>Events Executive usually work in collaboration with external agencies to prepare and execute campaigns and measure and report on their effectiveness.</p> <p>Events Formats can vary from digital, direct mail, TV and broadcast, to print or tele sales.</p>
<b>Duties &amp; Responsibilities</b>	<p>Responsibilities:</p> <ul style="list-style-type: none"><li>• Manage the procedure, implementation, tracking and measurement of marketing campaigns.</li><li>• Brief and oversee the work of internal and external agencies, such as designers, animators and printers, who will deliver much of the Events activity.</li><li>• Work within a budget and report any overspend.</li><li>• Write, edit and proofread copy for promotional materials within marketing campaigns.</li><li>• Ensure that MDL Beast’s brand and identity is adhered to in campaigns and in all communication channels.</li><li>• Deliver regular reports of Events results, including web analysis and evaluation of KPIs.</li><li>• Maintain regular measurement of the ROI of campaigns.</li><li>• Ensure accuracy of marketing materials and provide formal sign off if necessary.</li><li>• Collect and use data to inform new campaigns and the evaluation of existing campaigns.</li></ul>



	<ul style="list-style-type: none"><li>• Take responsibility for MDL Beast of any trade shows or exhibitions.</li><li>• Administer the website(s).</li><li>• Keep abreast of current trends in marketing.</li></ul>
<b>Education &amp; Training</b>	<ul style="list-style-type: none"><li>• A first degree is usually deemed essential. A professional marketing qualification, such as the Diploma in Professional Marketing or the Professional Postgraduate Diploma in Marketing, can be helpful.</li></ul>
<b>Knowledge &amp; Experience</b>	<ul style="list-style-type: none"><li>• Two- and five-years' experience in marketing, specifically in developing marketing campaigns.</li></ul>
<b>Skills &amp; Abilities</b>	<ul style="list-style-type: none"><li>• Management skills: As a Events Executive you will formulate marketing plans but your team or external agencies will deliver them. Therefore, Events Executive need to guide their team and establish parameters but also delegate rather than micro-manage.</li><li>• Communication skills: Excellent writing skills are a prerequisite as you will frequently have to write copy for marketing promotions. But Events Executive also need pristine speaking skills. They have to manage relationships with agencies and third parties as well as persuade a non-marketing audience, such as senior level managers within MDL Beast, of the wisdom of proposed campaigns.</li><li>• Project management skills: As an Events Executive you will have to work with a budget, meet deadlines for multiple projects and ensure ROI on marketing campaigns. You will need to manage MDL Beast's output effectively and intervene if things are going off-track.</li><li>• Numerical skills: An additional factor favoured, Events Executive need to be good with words and numbers. You will need to acquire data and use it to target selected groups, as well as analyse the success or otherwise of campaigns.</li></ul>
<b>Working Conditions</b>	Office/ Field based
<b>Work Environment</b>	Flexible
<b>Hours / Shifts</b>	9-6 Flexible ( +/- 90 minutes)