



MARKETING & EVENTS MANAGER - JOB DESCRIPTION

JOB OVERVIEW			
JOB TITLE	Marketing & Events Manager	TRAVEL FREQUENCIES	According to business needs
DEPARTMENT	Attaché	GRADE	-
LOCATION	Diplomatic Quarter, Riyadh	NATURE OF THE JOB	Office Based / Field Based
REPORTS TO	-	JOB TYPE	<input checked="" type="checkbox"/> Full Time <input type="checkbox"/> Part Time

JOB DETAILS	
GENERAL JOB DESCRIPTION	<p>The events and Marketing Manager will take charge of our event planning and marketing activities, with a primary emphasis on events. This role involves orchestrating a range of events from concept to execution, including managing logistics such as venue selection, vendor coordination, entertainment, and transportation. The ideal candidate will work closely with the marketing and events team to develop event-specific marketing strategies, ensuring each event is effectively promoted and aligns with our brand's vision. Responsibilities also include budget management, team leadership, and post-event analysis to measure success and identify areas for improvement. The successful candidate should possess strong organizational skills, creativity, and a passion for delivering memorable events that engage and inspire attendees, while also having a keen understanding of marketing principles to enhance event visibility and reach.</p>
DUTIES & RESPONSIBILITIES	<ul style="list-style-type: none">• Develop and conceptualize event themes and formats in line with organizational or client objectives.• Plan and organize event logistics, including venue selection, layout planning, and scheduling.• Create and manage comprehensive event budgets, ensuring cost-effectiveness.• Negotiate and manage contracts with vendors, suppliers, and venues.



	<ul style="list-style-type: none">• Lead and coordinate event setup, execution, and breakdown, ensuring smooth operation.• Oversee and manage event staff, including volunteers, contractors, and in-house teams.• Coordinate with marketing teams to promote events and manage event-related marketing materials.• Ensure compliance with health, safety, and legal regulations at all event locations.• Manage on-site production and resolve any emerging issues swiftly.• Conduct post-event evaluations and report on outcomes for continuous improvement.• Cultivate and maintain relationships with clients, sponsors, and other stakeholders.• Stay updated with current trends in event management and incorporate innovative ideas.• Handle event-related inquiries and provide exceptional customer service.• Utilize event management software for efficient planning and organization.• Have a clear understanding and capability to work in various marketing channels, both digital and print, which include Social Media, Apps, Content Creation and Management, Websites, Membership Planning, SEO, Marketing Campaigns and Collateral, Membership Relations, Special Events, Branding, Video, and Direct Mail.• Monitor event activities to ensure compliance with applicable regulations and laws.
<p>EDUCATION & TRAINING</p>	<ul style="list-style-type: none">• Bachelor's degree in Events, Marketing, Business Administration, Communications, Public Relations, or a related field.• Certifications in Event Planning are highly advantageous.• Additional training or coursework in project management, leadership, and budget management is beneficial.
<p>KNOWLEDGE & EXPERIENCE</p>	<ul style="list-style-type: none">• 3-4 years of experience in a similar position.• Proven experience in a marketing/Events management role, demonstrating successful strategy development and implementation.



<p>SKILLS & ABILITIES</p>	<ul style="list-style-type: none">• Proficient in planning, organizing, and executing various types of events, from small meetings to large-scale conferences or festivals.• Skilled in selecting and managing vendors, including caterers, venue providers, and entertainment, ensuring quality service and cost-effectiveness.• Ability to create, manage, and adhere to event budgets, making adjustments as necessary to ensure financial efficiency.• Strong project management skills, including setting timelines, coordinating tasks, and ensuring timely completion of all event aspects.• Excellent communication abilities for effective negotiation with vendors, clear instructions to team members, and engaging interaction with clients and attendees.• Quick and efficient problem-solving skills to address and resolve unexpected challenges that arise during event planning and execution.• Keen attention to detail in every aspect of event planning, from adhering to brand guidelines to ensuring the comfort and safety of attendees.• Ability to think creatively for event themes, designs, and innovative solutions to make each event unique and memorable.• Strong leadership skills to guide and motivate a team, including volunteers, staff, and external contractors.• Exceptional time management skills to juggle multiple tasks and deadlines effectively.• Capacity to build and maintain relationships with a variety of stakeholders, including clients, suppliers, and sponsors.• Knowledge of marketing strategies to effectively promote events and attract attendees.• Familiarity with event management software, registration platforms, and social media for event promotion and engagement.• Understanding of risk management practices to anticipate and mitigate potential issues related to events.• Strong customer service orientation to ensure guest satisfaction and handle any complaints or feedback professionally.• Ability to adapt to changing circumstances and make quick decisions under pressure.• Awareness of legal requirements and compliance related to events, including permits, insurance, and health and safety regulations.
<p>HOURS / SHIFTS</p>	<p>9 Hours (+/- 90 minutes)</p>



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