

Events and Marketing Manager

The Events and Marketing Manager is responsible for developing and executing events, marketing campaigns, and communication strategies to enhance brand visibility, member engagement, and business objectives. This role requires a balance of strategic planning and hands-on execution, with a focus on sponsorship acquisition, stakeholder engagement, and data-driven decision-making

Key Responsibilities:

- **Event Management:** Plan and execute conferences, trade shows, awards programs, and member engagement events, ensuring seamless execution and measurable impact.
- **Marketing & Communications:** Develop and manage marketing campaigns, digital content, and brand communications to drive awareness and engagement.
- **Sponsorship & Stakeholder Engagement:** Build and maintain relationships with sponsors, vendors, media partners, and internal teams to enhance brand reach and financial sustainability.
- **Awards Program Management:** Oversee the annual awards program, ensuring all timelines, sponsorships, and promotional activities align with organizational goals.
- **Data & Performance Analysis:** Measure event and marketing campaign success through key performance indicators (KPIs) and provide insights for continuous improvement.

Qualifications & Experience:

- 5+ years of experience in events and marketing management.
- Proven ability to manage budgets, negotiate sponsorships, and drive engagement.
- Strong digital marketing, content creation, and stakeholder management skills.
- Ability to work in a fast-paced, results-driven environment.

Preferred Skills:

- CAE credential holders or candidates currently pursuing the qualification will be prioritised.
- Expertise in sponsorship acquisition and stakeholder engagement strategies.
- Proficiency in digital marketing tools, CRM systems, and event management software.
- Strong analytical skills to measure and improve marketing ROI.
- Ability to create compelling content for multiple channels, including social media, newsletters, and print materials.

Key Attributes:

- **Strategic Thinker:** Ability to align events and marketing efforts with organisational objectives.
- **Proactive & Organised:** Strong project management skills with a detail-oriented approach.
- **Excellent Communicator:** Ability to engage diverse stakeholders effectively.
- **Creative & Adaptable:** Problem-solving mindset with a track record of innovation in event and marketing execution.
- **Team Player:** Collaborative approach with the ability to work independently and contribute to team goals.

Immediate start required, Applicants must hold NZ citizenship or full NZ residency.

How to Apply: Send your CV to:

- anne.smith@jobsmith.co.nz
- kayla.robinson@jobsmith.co.nz

Contact Us: Need assistance with your CV? Contact us, and we'll help you create a standout resume. (T&C's Apply)

For more information and to view other exciting opportunities, visit our website at <http://www.jobsmith.co.nz>. Don't miss out on your next great career move!