

# Corporate Events Manager Job Description

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## **Duties and Responsibilities:**

- Leading the development of the organization's annual strategy for employee events and involvements, including pioneering, creative, new tactics, and campaigns
- Increasing the engagement strategy, creative approach, planning, and execution for the organization's largest and highest profile employee events, including day-of-event management
- Conceptualizing, designing, and creating high-profile external events that portray the organization in a positive light to media, government officials and other key stakeholders. Events include but are not limited to revolutionary or ribbon-cutting events with senior government officials and company events hosted at large, external venues
- Leading development, design, event creation, and communications for all-employee leadership gatherings hosted by the organization's Executive Committee Members
- Providing strategic guidance and consultation for new corporate programs, events, and other experiences
- Designing recommendations for strategic approach, policies, budget, and creative direction of new events
- Designing and implementing methods to transform the digital experience of company events
- Managing communications and promotional materials for special events
- Developing approach and methods to evaluate and measure event success. Leverage insights in the development of an annual strategy
- Influencing and negotiating with internal partners as needed in the best interests
- Producing detailed proposals for events, e.g., timelines, venues, suppliers, legal obligations, staffing, and budgets
- Ensuring insurance, legal, health, and safety obligations are adhered to

- Coordinating venue management, caterers, stand designers, contractors, and equipment hire
- Planning room layouts and the entertainment program, scheduling workshops, and demonstrations
- Coordinating staffing requirements and staff briefings
- Liaising with marketing and PR colleagues to promote the event (if in-house and ticketed)
- Overseeing the dismantling and removal of the event and clearing the venue efficiently
- Performing post-event evaluation; including data entry and analysis, and producing reports for event stakeholders.

### **Corporate Events Manager Requirements – Skills, Knowledge, and Abilities**

- Bachelor's degree
- 3 -5+ years of event management experience
- Extensive knowledge managing vendors and partnering with internal business cohorts in supporting operative events
- Participation executing large-scale events of 15,000+ people at external venues
- Experience leading a diversity of events, from small or medium-sized Halls to large celebrations in the firm or at external venues
- Strong commitments to making the organization feel like a great place to work for other employees
- Demonstrated awareness of event production best practices and trends, as well as experience implementing creative digital event features, is an added advantage
- Exceptional communication and presentation skills, both written and verbal
- Strong attention-to-detail, self-directed initiative, resourcefulness and drive for innovation
- Exceptional time, resource management, and organizational skills
- Operational project management skills and experience creating work plans, meeting agendas and other collaboration tools

- Strong customer-orientation and proven reputation of collaborative work relationships
- Strong influencing and negotiation skills
- Exceptional executive presence and ability to cultivate positive relationships with cross-functional partners and executive leaders
- Ability to prioritize workload and act with appropriate urgency
- Demonstrated proactive commitment in evolving events based on feedback and guidance
- Effective, independent decision-making ability
- Calm appearance under pressure
- Readiness to work outside fixed business hours if necessary (e.g. mornings, evenings, and weekends)
- Sense of humor and capacity to succeed in a fast-paced, dynamic organization.