

CITADEL GROUP: EVENTS SPECIALIST (Based in Sandton)

A position exists in the Citadel Sandton office for an individual to manage and co-ordinate events in all Citadel offices nationally

REPORTING RELATION

Head of Marketing

PURPOSE OF JOB

Conceptualise, manage, implement, and host events for the Citadel Group.

KEY RELATIONS

Employees and service providers.

COMPETENCY REQUIREMENTS

Degree in marketing, or equivalent in marketing experience, with at least five years' experience in a marketing environment, specifically focused on event management, preferably within financial services. Extensive knowledge and experience in all aspects of event management. This role does require travelling.

PERSONAL ATTRIBUTES

- Strong diplomacy and a good sense of humour
- Excellent communication skills
- Positive attitude
- Attention to detail
- Good people skills
- Knowledge of different event formats, cuisine, dietary requirements, and venues
- Professional client service
- Adaptable and flexible to change
- Multi-tasking
- A team player, who can also work independently
- Always striving to enhance client experiences
- Must be willing to work afterhours
- Must be willing and able to travel to all events arranged for Citadel offices and venues
- Must have a driver's license



KPA/STRATEGIC BUSINESS DELIVERABLES

EVENTS (WEIGHT 100%)

- Conceptualise, manage, implement, and host events for the Citadel Group, aligned with the marketing strategy.
- Stay up to date on the latest event trends, topics, and speakers.
- Proactively provide new thinking to enhance events targeted at both potential and existing clients.
- Conceptualise events and manage the events strategy to support the marketing objectives.
- Work with internal role players to agree on objectives and outcomes for each event.
- Liaise with and brief speakers, both internal and external, in advance to ensure professional events.
- Manage all systems and technology involved in events. This includes creating events on various platforms, and branded event related collateral, such as promotional videos for each event, slides, and banners.
- Work with suppliers to integrate events systems with internal systems and automate the process.
- Ensure all event elements are tested in advance.
- Keep internal and external role players informed of all planned events by sharing a weekly events schedule.
- Obtain event concept and cost approval from internal role players in advance.
- Ensure rigorous attention to detail.
- Liaise with and manage external service providers to ensure efficient delivery which meets Citadel standards.
- Be hands-on and provide leadership before, during and after events.
- Mentor regional event representatives to ensure all events are executed according to Citadel standards.
- Take responsibility for all event budgets, and report back on spend.
- Set, communicate and maintain timelines and priorities for every event.
- Organise all materials to be shipped to regions/clients for events, such as promotional items, brochures, banners, and items that will enhance event experiences such as food/wine (where applicable). Work closely with the Marketing Assistant on this.
- Facilitate the creation of invitation sets for each event.
- Conceptualise ways to keep invitations, as brand touch points, fresh and relevant. This includes ways to link back to content on the company website.
- Keep internal and external role players informed about events, to increase reach through digital advertising, social media and content generation.
- Manage event photographs, videos, social media posting, feedback forms, post event communication, and any other event related requirements.
- Ensure event data is POPIA compliant.