



Profile

Job Title	Assistant Manager / Manager
Function	Events & Sponsorship
Job Category	Team Member
Work Location	Office and event location; Travel (up to 25%)
Type	Full-time
Experience level	Min 5 years' experience in related field

Organizational Relationship

Reports to: Assistant Director

Subordinates: None

Coordinates with:

- (External) Sponsors, clients and vendors
- (Internal) Executive Director, Assistant Director, Finance

Working Conditions

He/She has to work in the SSTA office on the weekdays, barring any public holidays, leave-of-absence or medical leave taken. He/She shall be available to travel when required and also be available to work extended hours during the launch and execution of key events.

Job Purpose

The Events & Sponsorship Manager plays a key role in the development and implementation of event marketing plans and strategies that will achieve current and long-range marketing and event objectives.

He/She will be responsible for all areas of the event marketing process, including strategic, creative, financial and tactical. The Manager reports to the Corporate Affairs Assistant Director & Executive Director



Principal Duties and Responsibilities

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He/She will oversee all event activities:

	Weightage
1. Research to conception	5%
<ul style="list-style-type: none"> Gather information (including industry trends, competitive intelligence and business goals) and make event marketing recommendations, incorporating program budget, potential effectiveness, event metrics, logistics, calendaring, etc. 	
2. Planning and production of events	40%
<ul style="list-style-type: none"> Responsible for the execution for large corporate events, tradeshows and smaller special events. audio-visual production, collateral design, creation and procurement, logistics, budgeting, negotiation and client service. Responsible for measuring and reporting on the effectiveness of events, including leads and other metrics Establish staffing requirements, obtain approvals and recruit employees to staff all Negotiate contracts and manage relationships with outside vendors Managing operational and administrative functions to ensure specific projects are delivered efficiently Travelling to on-site inspections and project managing events <p><u>Budgeting</u></p> <ul style="list-style-type: none"> Budget reconciliation ROI tracking, and align them with marketing strategy and business goals Prepare ROI evaluation of events 	
3. Sponsorship Sales	55%
<ul style="list-style-type: none"> Secure B2B sponsorship participation and exhibition sales Develop packages and pricing strategies across our product portfolio, including event sponsorship ensuring pricing is maximised. 	



<ul style="list-style-type: none">• Approach and maintain relationship with B2B clients• Develop and grow client database through network• Create and update sales status reports including identified contacts, leads and confirmed sales.• Prepare and present reports to colleagues, stakeholders and Boards;• Manage the sales pipeline, from acquisition to long term partnership;• Create opportunity proposals for organization’s events. Work with colleagues from all teams to ensure we deliver opportunities that meet client needs• Collaborate as part of the event marketing team to find efficiencies, implement best practices, and support other event projects from across the function as assigned. Work cross functionally, define and execute on the program goals, messages, audience generation/email campaigns, speaker plan, collateral, event website and registration, and event logistics.	
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SUCCESS MEASURES

1. Sales income that meets agreed targets
2. Accurate well managed budgets
3. Well thought through organization of events
4. Regular communication, keeping processes/projects on track
5. Contribution to team achievements



QUALIFICATIONS AND SKILLS

The candidate for the position shall be helmed by candidates with a diploma or degree from a recognized institution, and someone with at least 5 years of relevant work experience.

Basic skills require a proficiency in PC and Microsoft Office tools, a good command of spoken and written English. He/she must also be able to be a team player and effective communicator.

REQUIRED:

- Degree from recognized institution
- **Minimum 5 years of experience in either of the following:**
 - **Sponsorship / sales / marketing, and/or**
 - **Events Management**
- **Proficiency in Microsoft office: Excel, Powerpoint and Word a must.**
- Ability to travel: 25% (To Indonesia, China, US, Europe, Japan)
- Meticulous attention to detail
- Strong negotiation skills and experience negotiating vendor contract
- Excellent written, verbal, and presentation skills with great strong sense of curiosity and creative mindset

PREFERRED:

- Proficiency in another language (including coding) should be highlighted.
- Knowledge of social marketing tools. E.g. Mailchimp and Adobe Photoshop, will be an advantage and should be highlighted
- Ability to multi-task and manage multiple projects and contributors at once

Approved by:	<i>Lynette Tan, Executive Director</i>
Date approved:	<i>12 June 2019</i>
Reviewed:	<i>12 June 2019</i>

Note: This job description will be reviewed on an annual basis.