



Example of Events Executive Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of events executive. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for events executive

- Working proactively to brief and manage media and creative agencies on specific marketing campaigns
- Copywriting, using best practice, ensuring messaging is consistent, on brand and accurate to promote the benefits of our events
- Proactively testing new marketing campaigns within the context of the wider marketing and business strategy
- Tracking all marketing campaigns using our analytics platform (training will be given) to evaluate ROI, optimise campaigns and formulate future plans
- Working with our internal specialist teams to ensure that content is optimised for major search engines, pay per click campaigns are effective and social media is utilised
- Communicating with key stakeholder groups, including sales and editorial, informing them of marketing activities and results, including ROI
- Cool-headed resourcefulness under pressure
- Establish a national system of internal controls, processes and procedures to help ensure consistency in delivery, foster a values-based compliance culture to help ensure integrity and management of risk with vendor relationships
- Look at alternative tools to improve our costs, engagement, streamline our systems
- Prepare and presenting the weekly Function Sheet on schedule

Qualifications for events executive

- Be able to quickly change course as required by company or external market forces
- Assist in the development and implementation of the tour logistics plan including on-site operation procedures, communications with clients and properties, creation and deployment of tour assets
- Review and edit daily event reports develop program full tour recap report including historical results tracking, key learnings and recommendations
- Proficiency with Microsoft Office Software (specifically PowerPoint, Excel and Word)
- Manage assigned portfolio of events from start to finish—work in coordination with the Programme Editors on larger projects or alone on smaller projects