



Example of Marketing / Events Job Description

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Our company is looking to fill the role of marketing / events. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for marketing / events

- Manage events and sponsorships to amplify the airline's brand positioning, generate incremental revenue
- Oversee the development and execution of Cathay Pacific and Cathay Dragon sponsored events including Rugby Sevens, Chinese New Year Parade, etc
- Develop and sustain relationships with key business partners
- Provide strategic directions to advertising agency and develop integrated marketing campaigns when applicable
- Monitor budget control and evaluation of every sponsorship and event
- Negotiate terms and conditions for new contracts and contract renewal
- Manage all communication pre/post and on-site with delegates and all pertinent parties
- All logistics related to the event including transportation, registration, accommodations
- Establish staff assignments at each event to ensure a successful event
- Represent and deliver branded, top quality materials both digital and print

Qualifications for marketing / events

- Exceptional understanding and adherence to business processes
- Ability to independently manage workload to meet day-to-day and long-term objectives
- Understanding of customer journey mapping and lead scoring
- Ability to independently research and design solutions for complex problems

- Expertise in project management, planning, organizing and implementing strategic business plans