



Job Description

Position Title	Senior Manager - Events' Management
Department	General Administration
Reporting To	Head of Procurement, General Administration and Contracts
Type of Position	Full-Time

POSITION DESCRIPTION

The incumbent in the leading role responsible for planning and executing a wide range of events. He/she is required to work with requesters to determine the ideal venue, theme, layout, etc., and he / she will also be in charge of managing all aspects of the event from start to finish. This may also involves meet and greet guests, board members, donors etc.

He / She must have strong leadership skills and excellent communication abilities, and must be able to effectively manage large in-house/out-sourced teams of people who are working on various aspects of the event at once.

He / She will also be responsible for the merchandising of HU and third-party products available at in-house shop of the institution.

DUTIES AND RESPONSIBILITIES

- ✓ Working closely with requesters to determine their needs and goals for an event
- ✓ Coordinating all aspects of an event and prepare a proposal to ensure that it meets all requirements and deadlines. The role may involve engaging team members from cross functional departments and lead them
- ✓ Resolving issues during an event by communicating with event staff, vendors, and clients
- ✓ Managing budgets, timelines, and staff to ensure that events are successful
- ✓ Developing promotional strategies for events such as advertising, social media campaigns, and public relations campaigns and have coordination with relevant departments for execution
- ✓ Lead the planning process and execution to ensure that all goals are met
- ✓ Coordinating with vendors such as caterers, florists, and entertainment companies to ensure that they are available on time and at the appropriate location for an event
- ✓ Develop event specific strategy to engage foreign/local delegates, eminent personalities, board members etc. and lead its execution
- ✓ Prepare annual plan for the list of the events
- ✓ Standardization of events pricing and procedures
- ✓ Strategize Marketing of HU-Brand and third-party products sales
- ✓ Identify, approach and get brands of good repute to market and sale their products at HU.
- ✓ introduce new product segments at the in- house shop to meet the needs of the campus community.
- ✓ Match the look and means of the in-house shop business with the new market trends.

REQUIRED JOB SPECIFICATIONS

Required Qualification	✓ Bachelor's degree in the areas of Marketing, Hospitality, Business Administration or a similar discipline.
Required Experience	✓ 5 years of work experience in event management / marketing organization.

Revision Date		Version	
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REQUIRED JOB COMPETENCIES (Technical and Soft Skills)

<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Low / Medium)</i>
1.	Communication skills (verbal and written)	High
2.	Problem solving skills	High
3.	Leadership	High
4.	Negotiations and Budgeting	High
5.	Conflict resolution	Medium
6.	Decision-making	High
7.	Organizational skills	High
8.	Time management skills	High

Verified By (For HR Only)

Line Manager (If Any)

Head of the Department

Revision Date

Version