

JOB DETAILS

Job Title	Manager: Events & Sponsorship
Division	Strategy, Marketing, Communications and Policy
Unit	Marketing and Communications
Remuneration	R864,056.00
Job Type Classification	Permanent
Location - Country	South Africa
Location - Province	Gauteng
Location - Town / City	Centurion
Email CV to	recruitment@tianaconsulting.co.za

To manage the end-to-end marketing and communications events process to ensure effective and quality delivery of of events in which the Bank and Land Bank Insurance are involved as hosts or participants to achieve the strategic objectives of such events.

To manage all sponsorships provided by the Bank to external parties for the effective delivery of the objectives of such sponsorships, and adhering to the prescribed governance and policies pertaining to these sponsorships.

Key Performance Areas

1. Develops and implements an Integrated Tactical events and sponsorship plan that supports the Bank and LBI's business objectives.

- Translate events and sponsorship agreements into an integrated events and sponsorship plan.
- Unpack the plan into detailed annual programme, and run each of the individual events and sponsorship on project management principles.
- Ensure that the critical resources and support required for the events and sponsorships are provided.
- Work closely with internal teams to plan events and manage them and also serve as the point of contact.
- Collaborate with the digital & web personnel on development & management of content for the platforms Responsible for logistical arrangements of selected events such as the annual Agricultural events and Land Bank sponsored seminars etc.

2. Stakeholder Communication and Relationship Management

- Manage partner and sponsor relations to ensure all needs are attended to and to explore improvements to sponsorship agreements.
- Management of new sponsorship contracts as well as sponsorship contract renewals.
- Develop a network of capable and trusted service providers who may be utilised for the Bank's events within the acceptable Supply Chain Management governance processes, in order to ensure speed and quality of services.
- Responsible for logistical arrangements of selected events such as the annual Agricultural events and Land Bank sponsored seminars etc.

3. Implements and maintains the framework, policies, and procedures to enable delivery of the events and sponsorship plan within the appropriate governance standards.

- Uses diagnostics to understand inefficiencies and problem areas, and develop appropriate action plans to resolve the problems.
- Organising events and functions in a professional manner to enhance the image of the organisation.
- To conduct pre-event inspections to ensure suitability of venues.
- Promotion of safe working environment and positively contributing to the company HSE KPIs and risk reduction strategies.
- Controls, manages and governs processes and systems within department to ensure compliance and mitigating risk.
- Formulates appropriate methods to share business information with relevant stakeholders.
- Maintains proper records of information collected to prepare reports ensuring that the input documents are up to date and accurate.
- Administrative functions for the marketing events and sponsorship.

4. Budget management

- Budget planning and management for events and sponsorship.
- SAP responsibilities (raising requisitions, creating service entries).
- Implements cost containing instructions from National Treasury.

5. Post Event Evaluation

- To conduct post-event analysis / post mortems to establish whether anything should be changed or improved in future.
 - Track performance and report of all sponsorships (internal & external).
1. Preferred Minimum Education and Experience Diploma in Marketing, Events management or hospitality related qualification
 2. 5 years experience in event operations and sponsorship management

Critical Competencies

1. Microsoft Office
2. Financial Accounting principles
3. Eventing Policies/ Framework and procedures
4. Customer service excellence
5. Interpersonal skills
6. Social media awareness

Additional Requirements

1. Knowledge/Experience of Sponsorship Management and Event Planning

2. Knowledge of Events and Sponsorship trends
3. Knowledge of PFMA
4. Occupational Health and safety legislation
5. Budget management Principles
6. Treasury Regulations related to sponsorships & events