

## JOB DESCRIPTION

<b>Position Title</b>	<b>:</b>	<b>Senior Officer, Events Marketing</b>
<b>Department</b>	<b>:</b>	<b>Marketing &amp; Commercial</b>
<b>Reports to</b>	<b>:</b>	<b>Director of Marketing &amp; Commercial</b>
<b>Reportee (if any)</b>	<b>:</b>	<b>N/A</b>
<b>Location</b>	<b>:</b>	<b>University of Puthisastra, Phnom Penh, Cambodia</b>

### I. Position Summary:

Under direction, the Senior Officer, Events Marketing should plan, organize and control UP's marketing events and conferences. He/she would deputize the Marketing Coordinator in overseeing the Marketing operations.

### II. Duties and Responsibilities:

The overall job description below outlines the main areas of responsibilities of the Employee:

- Complete work accurately in accordance with laid down procedures and timetables
- Management of UP marketing event and conference projects;
- Organization and attending of project meetings
- Management and control of project finances.
- Meets with staff to provide information and guidance in order to obtain accurate event specifications
- Prepares and reviews event agendas and confirms that all services and necessary preparations are in order
- Coordinate staff service needs with catering and audio-visual concessionaires, security and other requested services
- Supervise, monitor and control event billing
- Acts as a liaison to insure successful execution of program
- Conduct pre- and post-convention meetings
- Effectively communicate information through written correspondence, oral communication, preparation of reports, creating of diagrams, drawings and sketches
- Develop and maintain effective relationships with service contractors and other suppliers of event services
- Oversee and manage the stock of corporate gifts and collaterals in the department by controlling the sign out of corporate gifts and maintaining a regular stock take.
- Proposing and updating an events calendar for the department.
- Act in marketing capacity by meeting with potential clients, conducting site tours of UP
- Coordinate the activities with the Director and Marketing and Commercial Department.
- And perform other duties as assigned.

### **III. Minimum Qualifications and Requirements:**

#### **1. Experience:**

- 3-5 years' experiences in events marketing with exposure to education industry preferred

#### **2. Education:**

- Bachelor's degree or any other relevant degrees

#### **3. Skills/ Personal Competencies:**

- Strong experience in organizing events, conferences and roadshows
- Strong communications skills
- Analytical, enquiring and creative approach
- Ability to source and analyse information
- Ability to work under pressure to tight deadlines
- Self-motivated and keen to continuously improve and develop professionally
- Computer literate (use of MS Office)