

## JOB DESCRIPTION

---

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

### I. Position Summary:

Under direction, the Senior Marketing Officer should plan, organize and control UP's marketing events, conferences physically and digitally.

### II. Duties and Responsibilities:

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

- 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
- Implement digital event via photography, or videography project
- 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
- 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.
- Perform other duties as assigned by Head department.

### III. Minimum Qualifications and Requirements:

#### 1. Experience:

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

#### 2. Education:

- Bachelor degree in Marketing or related fields

#### 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)