

活动策划/品牌公关 高级经理

Event management Senior Associate – Branding and Marketing

岗位职责：

- 1, 根据公司发展战略目标和节奏, 制定活动规划, 负责活动方案策划及执行跟踪落地；
- 2, 负责创意策划工作, 把握创意方向, 激发团队成员产生创意想法, 组织团队进行线下活动的创意策划及执行, 加强策划团队在大型活动方面的创意水平；
- 3, 统筹协调与活动主题相关的各方参与活动, 严格掌控项目进度安排, 推进相关性活动顺利进行；
- 4, 对现场活动的执行进行有效管理, 处理突发状况, 以确保活动达成预期效果；对活动的效果进行评估, 完成活动分析报告, 并对后期活动提出改善意见或建议；
- 5, 建立活动数据库, 留存活动文字、图片、视频等资料; 建立活动执行标准和协同流程
- 6, 市场营销及品牌传播等其他工作

Key responsibilities:

1. According to the company's development strategic goals, formulate activity plans, be responsible for the planning of activity plans and implementation tracking;
2. Responsible for creative planning, motivating team members to generate creative ideas, organizing the team for creative planning and execution of offline activities, and strengthening the creative level of the planning team in large-scale activities;
3. Coordinating the participation of all parties related to the theme of the activity, strictly controlling the progress of the project, and promoting the smooth progress of related activities;
4. Effectively manage the implementation of on-site activities and deal with emergencies to ensure that the activities achieve the expected results; evaluate the effects of the activities, complete the activity analysis report, and put forward suggestions or suggestions for improvement of later activities;
5. Establish an event database, retain event text, pictures, videos and other materials; establish daily salon event implementation standards and collaborative processes
6. Other work such as marketing and brand communication

职位要求：

- 1, 本科及以上学历, 5 年以上活动策划、市场营销等岗位工作经验, 有大型峰会论坛策划和执行的工作经验及有丰富的活动资源者优先；
- 2 熟悉内容整合营销, 具备独立运作项目控制的能力, 有极强的执行能力与应变能力, 组织调度经验丰富；
- 3, 有出色的品牌意识, 对品牌、市场与营销有自己的深刻见解。
- 4, 具有创新思维能力, 较好的沟通能力及较强的数据分析能力, 熟练使用各种办公软件；
- 5, 熟悉 AV 设备 (灯光、音响、视频)、舞台效果等常用项目执行常识优先；
- 6, 具有高度的责任心和良好的团队协作精神及现场管控、统筹安排能力, 可承担较大的工作压力；

7, 主人翁精神, 自驱力, 优秀的人际交往和协调能力, 较强的社会活动能力 ;

Job Requirements:

1. Bachelor degree or above, more than 5 years of working experience in event planning, marketing and other positions, working experience in planning and executing large-scale summit forums and rich event resources are preferred;
- 2 Familiar with content integrated marketing, have the ability to independently operate project control, have strong execution ability and adaptability, and have rich experience in organization and scheduling;
3. Have excellent brand awareness and have their own deep insights into brand, market and marketing.
4. Possess innovative thinking ability, good communication ability and strong data analysis ability, skilled use of various office software;
5. Familiar with AV equipment (lighting, audio, video), stage effects and other commonly used projects to execute common sense is preferred;
6. Have a high sense of responsibility, good teamwork spirit and on-site management and control, overall planning and arrangement capabilities, and can undertake greater work pressure;
7. Ownership, self-driven, excellent interpersonal and coordination skills, strong social activity ability;

Location: Hong Kong/ Shenzhen

工作地點: 香港/深圳