Asia-Pacific

JOB DESCRIPTION – Event Manager

Reporting
Director of Marketing, and Communications

Mission
The Event Manager must achieve the successful implementation of ESSEC Asia-Pacific’s events. His/her mission is to contribute to the development of ESSEC’s brand awareness, mainly in Singapore through the promotion and organization of a series of high level events (conferences, masterclasses, public lectures, information sessions, workshops, etc.).

Scope
Working in the ESSEC Asia-Pacific Marketing and Communications team, the Event Manager has to contribute to the implementation of the marketing plan in order to reach our commercial and communication objectives.

The events cover the whole range of ESSEC’s activities: Research, Institutes, Academic Programs, and Executive Education addressing our various target audiences (students, alumni, professionals, academicians, and media).

Duties and Responsibilities
• Organize regular events including public talks, info sessions, masterclasses, webinars, conferences and/or networking events per the events calendar
• Coordinate the organization of key events with the headquarters in France and other academic partners in Europe and Asia
• Contribute to the definition of the event strategy to increase ESSEC’s brand awareness in the region
• Assess and recommend new events or potential partnerships
• Plan and execute events including:
  o Define and monitor event budgets
  o Optimize communication before, during and after events
  o Coordination with speakers
  o Collaboration with internal and external customers to ensure smooth running and promotion/coverage of the event
  o Managing logistic matters
  o Ensuring readiness of presentation slides
Welcoming participants at the reception desk
Conducting post-event evaluation and following-up accordingly

This is a non-exhaustive list and will evolve with time.

Requirements

- Bachelor’s degree and above
- Minimum of 5 years of relevant experience
- Excellent event management (budgeting, logistics planning, etc) and execution skills
- Experience in working in an international environment
- Resourceful
- Effective team player
- Ability to work autonomously
- Good interpersonal and communication skills
- Familiarity with French business culture, as there may be times when liaison with France is required.
- Fluent in English. French would be beneficial

Miscellaneous

Type of contract: Permanent. Full time