

Brand Experience, Events and Promotions Lead

Job Description

The Events and Promotions Lead is responsible for conceptualizing, planning and coordinating a schedule of brand activations, events and campaigns to stimulate sales and build audiences.

The Brand Experience, Events and Promotions Lead will report to the Manager, Sales and Marketing and be responsible for the delivery of an aggressive calendar of events, activations and campaigns for the network of brands associated with TTT Limited. The incumbent will also be responsible for facilitating sponsorship and partnership opportunities for events and campaigns between clients and TTT Limited.

The Brand Experience, Event and Promotions Lead will have the following responsibilities:

1. Campaign Planning

- Conceptualize an annual schedule of brand activities to grow audiences, stimulate engagement and generate sales.
- Meticulously plan and prepare budgets, site plans and success factors for all the network's events and activations to create opportunities for increased sales within budget.
- Lead Brand Experience meetings with Sales Executives and TV/Radio Programming staff

2. Event Management

- Liaise with event suppliers including, but not limited to sound and stage suppliers, print suppliers, décor providers, caterers, venues and entertainers.
- Manage budgets efficiently to minimize spend and maximize revenue, utilizing partnerships where possible.
- Design events for client engagement. These events can include but not be limited to launches, viewing parties, networking events, seminars, presentations, listening parties and concerts.

3. Activations

- Design outstanding brand activations that facilitate collaborative opportunities with clients and brands.
- Create a system of activations that keeps the network relevant to its publics.
- Develop a system for collecting and storing audience data for greater insight and engagement.
- Create opportunities to partner with clients on a monthly basis and engage the public for stimulated sales

4. Sales, Sponsorship and Partnerships

- Maintain a mindset of partnership to maximize resources and relationships.

- See events, activations and campaigns as opportunities for sales and pitch these opportunities to clients to increase TTT Network advertising revenue

5. Production

- Work closely with production staff including graphic designers, motion graphic designers, editors and radio producers to develop campaign material for all promotions

Required Qualifications and Experience

The Events and Promotions Lead will have the following qualifications and experience:

- Bachelor's Degree in Marketing, Communications, Business Management or other related combination.
- 5 years experience in managing corporate events
- 3 years experience in managing large audience events
- 5 years experience in working with Media houses, specifically in Marketing
- Experience in working in digital marketing environments
- Experience working in a sales environment

To apply for an open position, interested employees should, advise their Head of Department of their interest in the posted position and submit an application detailing job-related skills and accomplishments and describe how their current experience and prior work experience and/or education qualify them for the position.

