

VACANCY

EVENT & MARKETING OFFICER - HEAD OFFICE - DURBAN

Applications for interested and suitably qualified candidates are invited in respect of the above vacancy.

CORE PURPOSE OF THE JOB

To plan, coordinate, and execute marketing and event initiatives that promote the Bank's services and enhance its public image, ensuring alignment with overall business objectives.

MAIN FUNCTIONS OF THE JOB

Event Planning and Execution:

- Develop and implement event strategies that align with the Bank's marketing goals.
- Coordinate all aspects of event logistics, including venue selection, vendor management, and budget tracking.
- Ensure all events comply with regulatory requirements and bank policies.
- Negotiate contracts with vendors and service providers to ensure cost-effective and high-quality services.
- Collaborate with the facilities department for client functions hosted at the Bank.
- Manage event guest lists and ensure professional communication with guests.
- Organize regular meetings for event project management.
- Work with the marketing team to ensure social media coverage for events.
- Ensure timely payments to service providers.
- Collaborate with branches to meet event requirements.

Marketing Campaign Management:

- Create and manage marketing campaigns to promote events and banking products.
- Collaborate with the marketing team to develop promotional materials and content.
- Analyze campaign performance and provide recommendations for improvement.

Brand Management:

- Ensure all marketing and event activities align with the bank's brand guidelines.
- Monitor market trends and competitor activities to identify opportunities for brand enhancement.
- Provide input on brand strategy and positioning.
- Ensure relevant marketing materials, such as banners, are displayed at events.

Stakeholder Engagement:

- Engage with internal and external stakeholders to ensure successful event and marketing outcomes.
- Build and maintain relationships with vendors, partners, and clients.
- Act as a liaison between various departments to streamline event-related activities.

Corporate Social Responsibility (CSR):

- Obtain relevant approvals for CSR projects.
- Plan and execute CSR events that enhance the bank's public image and align with its values and mission.
- Develop and maintain relationships with community partners and stakeholders.
- Ensure all CSR activities comply with the bank's policies and Islamic principles.
- Arrange official launches at relevant sites, ensuring media coverage.

Audit:

- Address internal and external audits.
- Address Shariah Audit requirements.

BEE (Black Economic Empowerment):

- Identify suppliers to assist in obtaining the bank's BEE Certificate.
- Obtain signed agreements from suppliers verifying their BEE status.
- Compile and submit documents for BEE rating to the Verification Agency.
- Manage legacy projects with the assistance of external consultants.
- Facilitate CFE initiatives.

Event Performance Measurement:

- Measure and report on the success of events, providing insights and recommendations for future improvements.
- Collect and analyze feedback from event participants and stakeholders.
- Prepare detailed reports on event outcomes, including attendance, engagement, and return on investment (ROI).

QUALIFICATIONS

- Bachelor's degree in marketing, Communications, Event Management, or a related field.
- Relevant certifications in event planning or digital marketing are advantageous

PREFERRED EXPERIENCE

Minimum of 5 years of experience in event management and marketing, preferably within the banking or financial services industry.

Proven track record of managing successful events and marketing campaigns.

KNOWLEDGE

- In-depth understanding of event planning and management.
- Knowledge of marketing principles and digital marketing tools.
- Familiarity with Banking products and services.

NOTE

- This role involves travel and requires flexibility in working hours to accommodate events and campaigns.

Al Baraka Bank is an Equal Opportunity Employer. Applicants from the previously disadvantaged groups and people with disabilities will be given preference.

Kindly forward your CV to stephanie@albaraka.co.za