

EMEA EVENT MARKETING MANAGER

Location : West Sussex

ABOUT STANCE

We exist to celebrate human originality.

Our goal is to create a culture where smart, ambitious, and positive people can thrive. We value our community and want to improve our local schools, neighbourhoods, and businesses. People are the most important element of our business. Our actions, words, and relationships represent what we believe and what we value. Since culture is the collective nature of the people working at Stance, we place a premium on the environment that fosters freedom and accountability across both individual and community levels.

SUMMARY OF ROLE

The Event Marketing Manager is responsible for developing and delivering the Stance Europe event marketing strategy & annual event marketing program. The role sets the standards, processes & evaluation for executing world-class events that highlight Stance as a positive and credible contributor to the European lifestyle and performance scene. They will work closely with the European marketing and content team to deliver a unique and creative events programme, connecting artists, musicians, athletes and our fans through meaningful and premium event initiatives, targeting our core audience across a spectrum of genres, topics and markets.

Our content objective is to showcase the best of European subcultures and trends, across all segments and categories, where #theuncommonthread is present.

RESPONSIBILITIES

- Create unique creative experiences, with a global reach, in response to highly-developed goals and communication objectives.
- Comprehensively manage all details of event production, including conceptualising, designing, pre-planning (events briefs, milestone and production schedules, venue selection, stand design, logistics, partner selection, etc.) and fully executing, trade, consumer, media, launch and other events.
- To work in partnership with the marketing and content team to ensure that all event marketing is planned and an event marketing deployment plan is built around each event.
- Negotiate and manage event-related contracts and financial agreements with partners, agencies or suppliers.
- Establish event KPI's and drive comprehensive post-event analysis and reporting.

EXPERIENCE

- 4+ years' experience in event planning and production.
- A good understanding of or experience in marketing and content development.
- Experience planning events both for unique and personal experiences to large scale events.
- A passion for live events, marketing, media and sport.
- A drive for execution, getting your hands dirty and creating brand experiences from the ground up.
- Impeccable organisational and time-management abilities.
- Exceptional creative and logistical problem-solving skills.
- Remarkable attention to detail as well as ability to understand the big picture and strategic brand plans.
- Experience with event broadcast or event content in its various forms.

APPLICATION REQUIREMENTS

Apply with your CV and Covering Letter which should include why you are interested in working at Stance Europe. If available, a portfolio of content you were directly responsible for. Email your application to marketing_rphilip@stance.com.