

## **BLACK SPARROW LIMITED - JOB DESCRIPTION & PROFILE**

Business Title: Jr Event Manager  
Location: House of Vans London / London UK +25% travel  
Department: Project Marketing & Events Management

### **GENERAL SUMMARY**

- Support the Senior Event Manager to manage multiple brand experiences for Vans with a focus on action sports and live events ran by Black Sparrow for the Vans account
- Implement plans and tools in the most relevant way for wider business needs while ensuring consistency with Vans global visions, messages and objectives.
- Significantly improve House of Vans brand image and awareness, increasing coverage, upgrading quality perception and reflecting brands positioning and differentiation from competitors.
- Analyse results and support creation of fully comprehensive reports of brand experience activities
- Support the team with daily tasks relating to project management, guest lists and partnerships and data management of the events
- The role will have the opportunity to manage smaller brand activations in their entirety managing all stakeholders and partners for the maximum result.

### **KEY TASKS**

- Plan and manage activity levels across multiple action sport platforms
- Be central to in-house staff (communications/digital/) and coordinate all activity to gain maximum reach for all projects
- Project Management: Run entire activities on behalf Vans
- With support of the branding communications manage all project evaluation to show clear ROI
- Budgetary Management: Careful planned costings to ensure maximum ROI for the Vans brand.

### **ADDITIONAL RESPONSIBILITIES**

- Maintain a proactive approach to your role and responsibilities along with a commitment to contribute and maintain the positive working ethos within the organisation
- Maintain working knowledge of the policies and regulations governing the organisation
- Work in a way that contributes to the continuous improvement of the organisations services and embraces the organisations quality initiatives
- Travel and Expenses Management: Organising and managing large party accommodation, flights, rooming lists and budgets for events

Full job spec on [www.blacksparrowpresents.com/careers](http://www.blacksparrowpresents.com/careers) / CV and cover letter to [Jobs@blacksparrowpresents.com](mailto:Jobs@blacksparrowpresents.com)

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