



## **JOB VACANCY**

CRDB Bank PLC is looking for suitable person to fill a vacant position of **Manager; Experiential Events and Sponsorship** in the Department of Marketing at the Head Office, in Dar es Salaam.

### **Job Purpose:**

Responsible for implementation of the Bank's sponsorship strategy and a point of contact for coordination of all bank wide events. The incumbent will be responsible for managing internal stakeholders and external relationships rights owners work closely with marketing, PR, customer experience, branch network and business units across the bank to develop activation and leverage plans; by making sure that the banks sponsorship plans are delivered and that they are aligned with the overall brand positioning strategy of the bank.

### **Key responsibilities:**

- Work with internal teams to provide an end to end event project management service, which includes conceptualizing and activating event plans with adherence to brand as well as business and marketing strategies, to ensure a seamless end user experience and realize ROI.
- Work proactively to identify community functions where the organization should have a presence, both for sales-related purposes and community outreach to help increase brand awareness in the community and drive sales.
- Actively track ROI for all experiential marketing efforts to help refine and adjust strategy/approach as needed.
- Partners with key internal stakeholders to identify sponsorship opportunities and leverage plans as well as implement activation within defined and agreed budgets.
- Manages the sponsorship calendar.
- Works with external stakeholders to ensure that the confirmed sponsorship benefits are delivered as per contractual agreement.
- Researches best practices and trends in sponsorship and provides insight on emerging trends for activation and sponsorship.
- Responsible for managing and coordinating all events and supporting sales activation for the bank.
- Monitors timeframes and approved budgets of all events.

- Maintains effective cross functional relationships with all business units of the bank and the branch network team.
- Collaborate with the creative services team for the production of appropriate event materials.
- Supports risk mitigation through appropriate internal sign-off requirements.
- Delivers on best practice event management techniques.
- External vendor management.
- Budget management – creation, approval and post event reconciliation and reporting.
- From time to time, be required to work on special projects under short notice.

**Attributes:**

- Good Communication skills; ability to communicate complex information accurately.
- Strong quantitative skills and full understanding of ROI analysis.
- Demonstrated business acumen and comfort performing strategic analyses quickly and thoroughly.
- Proven expertise in time and project management.
- Excellent teamwork skills.
- Contract negotiation skills.
- Ability to work under pressure.
- Strong contacts and relationships in the corporate event arena with vendors.

**Qualifications and Experience:**

- Bachelor's degree in Marketing, Public Relations, Business Administration or any other related field.
- 5+ years as a project manager, event coordinator or sponsorship manager.
- Extensive and proven event delivery experience working with local and international brands, community and financial services.

**Remuneration**

CRDB BANK PLC offers competitive remuneration and benefits. Successful candidate will receive attractive and competitive package commensurate with the demands of the position.

**Mode of Application & Closing Date**

Interested candidates who meet the above criteria should submit an Application Letter accompanied with copies of academic transcripts, certificates and with a detailed up to date CV with two work related referees addressed to the Director of Human Resources to reach him not later than **10<sup>th</sup> October 2019**.

**Director of Human Resources**  
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