

Marketing - Senior Event Manager - Sydney

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Company: Bloomberg L.P.

Location: Haymarket

Category: other-general

Sydney Posted Mar 8, 2024 - Requisition No. 123675

Bloomberg Marketing partners with forward-looking business leaders to seize and build opportunities and to drive difference. We use data to understand markets and audiences and creative ideas to build stories and brands. We build campaigns and work that captures attention and drives a reaction. We move fast, and our core approach is integrated and disruptive. The Global Event Team is part of Marketing and is responsible for the strategy, planning and management of events for our clients, prospects, influencers and employees. We partner across Marketing and with our internal stakeholders globally to create events that provide our attendees with an enriched and integrated Bloomberg experience. The power of our data enables us to target the right audience at the right time to achieve the strongest outcomes. What's the role? You will partner with the marketing and sales teams to develop, plan, execute and measure all events (virtual, hybrid and in person) across all Bloomberg businesses in the APAC region. What will you do in this role? You will work closely with the business to develop and implement strategic event programs that are targeted at our audiences and integrated with other marketing tactics. You will partner with internal marketing partners to ensure that our events are creative and coordinated with the various digital and social platforms. You will also ensure relevant post event analysis is done so that we can measure our events effectively which in turn will influence future decisions. You will use the event production tools, platforms and programs within Bloomberg to deliver flawless virtual, hybrid and in-person events. You will manage the creative process, including invites, event production, audio visual requirements, speaker

management, show calling, overall logistics and post event administration. As many of our event programs have a virtual element, you will be expected to execute our virtual events on the chosen platform. You will also be expected to lead domestic and international projects with multiple stakeholders (across different geos and businesses) from inception to delivery. You will be encouraged to make sound independent decisions consistent with business. Who are we looking for? You have extensive experience with creating, planning and executing multi-faceted, complex integrated events (virtual, hybrid and in-person) within a company or agency, excellent project management skills, strong communication skills, and ability to present to all levels of management. You'll need to have: At least 6+ years of events experience (either in an in-house corporate or agency)

Extensive experience planning and executing virtual and in person events across APAC.

Experience in providing event program strategic mentorship, including target audience experience mapping, event portfolio analysis and integration with other marketing tactics

Tech savvy: You always have your finger pulse of the latest technology and competitive trends.

Experience in integrating digital and social media tactics into key event programs and advocating for an integrated event experience approach

Ability to collaborate effectively across teams, regions and with vendors

Ability to multi-task in a time-pressured environment

Proficiency in written and spoken English. Highly articulate, polished, and able to present to all levels of management

We'd love to see: Previous experience with tools like Eloqua, Notified, Wordpress, Market Pulse

If this sounds like you: Apply if you think we're a good match. We'll get in touch to let you know what the next steps are, but in the meantime feel free to have a look at this:

<https://www.bloomberg.com/professional/Why Bloomberg?> We're individuals with diverse backgrounds, talents, and experiences who take on big challenges and create even bigger impact through our work. We're interested in what makes you you, and how we can create opportunities for you to channel your unique, personal energy and grow to your fullest potential. Learn more about our office and benefits: Sydney |

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