

## Events Manager

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Company: Natixis

Location: United Kingdom

Category: business-and-financial-operations

## Job Description

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**The International Marketing team is part of the Business Enhancement Unit. The International business covers EMEA, LATAM and Asia-Pacific. The Event Manager will be part of the Events International Team based in Paris and London, within the International Marketing team business unit. The Event Manager will work closely with business partners (International sales teams and wider marketing teams) in the planning, delivery, and execution of Natixis IM's events for Southern Europe region: Spain and Italy markets and other EMEA regions which include flagship Natixis IM Tier one events, 3rd Party Conferences, Tier 2 clients Events and Internal events.**

In the Event Manager role, fully own the posture of a strategic marketing function that aligns to the business objectives and is a partner to the business consolidating strong partnerships with Italy and Spain BDUs in tandem with each Regional Marketing Manager in charge of those markets.

Partner with the Regional Marketing Manager to develop the strategic marketing plans & Events strategy for Italy and Spain, working closely with Business Development Managers to align to the business strategy.

Enhance the End-to-End Client Experience by working with each Marketing stakeholder to provide a full event experience: Digital/Metrics; Content; Campaigns; Design...

As part of the Events' responsibilities the Event Manager will need to develop and deliver

the following:

Lead the event planning on each Market, being a strategic partner to International BDUs in suggesting a plan of stop/continue/start Events

Develop creative solutions and innovative approaches to deliver events that ensure Natixis IM' events are industry leading and meet our brand and business goals.

Help to drive a metrics driven culture by ensuring all events activity provided is measured, reported and analyzed. To make informed decisions. Providing regular reports to the CMO – International

Production of all related event collateral for events (e.g. marketing materials, agendas, Marketing Cloud invitations, Blue Jeans registrations for Digital Events...)

Budget Management to include invoice reconciliation including all events' invoice processing.

Be a proactive member of the Marketing team, actively participating and sharing views, insights, opinions and updates on projects and programs for the region.

Automatic translation

### **Required Skills/Qualifications/Experience**

French or English native speaker, fluency in written & spoken Italian, Spanish would be a plus.

The business language is English but Italian is required to communicate in support of each event to be produced in Italian for better coordination.

Strong knowledge of the usual Pwt, Xxcel, emails, Word, and a general comfort level with digital tools. A good understanding of Salesforce, Marketing Cloud, BlueJeans.

Ability to juggle loads of different requests and projects in parallel, being detailed, organized, precise and flexible.

Ability to communicate confidently and professionally with a wide range of stakeholders across the business with the ability and confidence to take a brief and deliver event proposals to business partners and Senior Management as necessary.

Good interpersonal skills, able to build strong relationships with different teams and people

Prior experience of events (3-5 years) management and working for a global firm

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