



## EVENT MANAGER (SME NETWORKING & PARTNERSHIPS)

### Job Purpose

The Event Manager will plan, execute, and oversee engaging networking events, seminars, and workshops designed to drive business growth for SMEs, build strong ties with partners/customers, and enhance the firm's brand visibility. The goal is to create high-quality, impactful experiences that facilitate connections within the SME sector.

### KEY RESPONSIBILITIES

**Event Planning & Execution:** Take ownership of the end-to-end management of SME networking events, from conceptualization to execution, ensuring they align with company goals and communication strategy.

**Networking & Engagement:** Curate, market, and promote events to maximize attendance and engagement within the target audience.

**Budgeting & Financials:** Create, manage, and adhere to event budgets, tracking expenses and negotiating with vendors to maximize ROI.

**Relationship Management:** Act as the primary point of contact, building relationships with SME clients, sponsors, and external partners.

**Logistics & Operations:** Coordinate all on-site logistics, including venue selection, catering, AV equipment, and scheduling.

**Post-Event Analysis:** Conduct post-event evaluations, collecting feedback via surveys to analyze success, measure ROI, and report findings to senior management.

**Team Leadership:** Supervise event staff, volunteers, and subcontractors to ensure smooth on-site execution.

### REQUIRED SKILLS & QUALIFICATIONS

**Experience:** 3–5+ years of proven experience in event planning, specifically in corporate, networking, or B2B environments.

**Organizational Skills:** Exceptional project management skills, with the ability to handle multiple projects simultaneously under tight deadlines.

**Communication:** Excellent verbal and written communication skills, with a confident, professional demeanor.

**Interpersonal Skills:** Strong ability to connect with business owners, clients, and partners.

**Tech-Savviness:** Proficiency in event management software (e.g., Cvent, Eventbrite, Whova) and CRM tools (e.g., HubSpot, Salesforce).

Education: Bachelor's degree in Marketing, Business Administration, Event Management, or a related field.

#### Preferred Qualifications

Bachelor's degree in Business Administration/Marketing/Public Relations/Mass Communication/Event Management/Economics or a related qualification.

A Master degree will be an added advantage.

Creativity in crafting unique event themes.

Experience in a consulting or professional services firm.

Familiarity with digital marketing platforms for event promotion.

#### Key Performance Indicators (KPIs)

Event Success: Attendee engagement and satisfaction surveys.

Financial Performance: Adherence to budget and cost savings.

ROI: Number of new leads or business opportunities generated from events.

#### HOW TO APPLY

Send your CV and qualifications to [jobs@clivelikumbi.co.za](mailto:jobs@clivelikumbi.co.za)