



Senior Marketing Officer – Temporary assignment – 8 months

Niveau : Senior

Activité : Bank Syz

Bureau : Geneva

Support the Head of Marketing in the organisation of financial and lifestyle events, ensuring events are successful and cost-effective, paying attention to budget and time constraints.

Responsabilités principales

- Plan events organization from A to Z according to requirements, target audience and objectives
- Prepare, get validation and ensure adherence with approved budgets
- Manage relationship with vendors and suppliers
- Oversee hiring and supervise events' related staff (caterers, hostess, etc.)
- Coordinate all operations and logistics including final approval the day before the event and intervene to resolve any issue that may arise thus ensuring a smooth running of any events
- Lead promotional activities for events under his/her responsibility
- Prepare events' digital and print invitations
- Manage post-events' survey, analyse success, prepare reports and propose suggestions to enhance success
- Support the Marketing Manager in ad-hoc projects (client insight, publications, partnership, etc.)

Profil

Professional experience & competencies:

- Solid experience in the banking industry or financial institutions
- Skilled in project management
- Knowledge of KPIs and marketing techniques for events management
- In depth knowledge and understanding of financial markets with a proven ability to learn technically complex businesses and deliver/implement innovative marketing campaigns that drive the business forward
- Strong understanding of private banking dynamics and business development strategies, with a proven ability to link business strategy with marketing strategy
- Experience running successful marketing campaigns / events

Personal competencies:

- Solid business acumen

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- Strong interpersonal and influencing skills, capable to communicate effectively at all levels
- Forward-looking, innovative mindset with the ability to adapt to change
- Strong organization and planning
- Team player and cooperation with excellent interpersonal skills
- Strong attention to detail and discretion
- Self-starter with a proactive attitude
- Track record of delivering high quality work

Language requirements:

- Fluent in French and English

IT skills:

- Strong working knowledge of Microsoft Office, particularly MS Power Point and Excel