

Manager, Sponsorship and Events

Wealth and Personal Banking

Closing date: 26 April 2022

This role is focused on supporting the revenue growth priorities of the Bank by developing, planning, and executing the delivery of brand sponsorships, corporate hospitality events, business development events and major internal staff events. The role owns the overall event and sponsorship planning process.

Major responsibilities

- Delivers and executes an effective local brand sponsorship strategy, ensuring all activity is aligned to the strategy, including tracking results and reporting on ROI that aligns with the Marketing team.
- Plans and executes events and sponsorships that meet the overall objectives of organization, as well as the retail and corporate business divisions.
- Assists to ensure strategic event plans are agreed by all stakeholders and fully aligned to strategic business goals.
- Creates and maintains the relationship with partner organisations, rights holders and agency teams to deliver events and activation programmes.
- Builds brand equity through best in class activation techniques, PR, communications and branding for all sponsorships.
- Manages budgets provided, tracking spend for all sponsorship and events activity.
- Acts as a 'centre of excellence' for all sponsorship and event activity throughout the bank.

Interested applicants are invited to Join our Talent Community by applying via

[HERE](#)

https://mycareer.hsbc.com/en_GB/jointalentcommunity?pipelineId=40340&source=HSBC+Careers&tags=naemah.fubler-gomez%40hsbc.bm

Minimum qualifications

- At least 5 years in event planning and management
- Highly visible role in the organization, must demonstrate HSBC brand qualities
- Superior project management skills
- Strong verbal, written and presentation skills
- Extremely detail oriented
- Strong leadership skills
- Must be outgoing, enjoy working with many diverse groups of people
- Must be able to act with a minimum of supervision
- Must be able to work irregular hours, including some weekends and holidays



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