

Posted 15 July 2021

## **EVENTS MANAGER**

### **New York**

The Events Manager will spearhead the launch activation plan for the 432 opening, as well as all events for the Americas on behalf of the Company. The position is responsible for solely planning and managing the production of a variety of offsite and onsite events including, but not limited to sale/ highlight/ exhibition receptions, 3rd party events, dinners, museum events, large and small internal staff events in the Americas, as well as providing support for regional receptions and trusts and estates and coordinating both invite and production with IT and strategic partner for virtual events. This role will liaise with the Digital team to synchronize both print and digital platforms (including influencers) and with the Marketing Manager to work within budget in executing on-brand corporate, sales-specific, and partnership-related events.

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### **Duties and Responsibilities**

1. Formulate robust event plan for launch of 432 and populate new space with activations throughout the year
  2. Meet brand and sale event budgets and deadlines provided by Marketing Manager while addressing event objectives
  3. Identify and develop brand and sale event partners in the Americas for interesting and engaging cross-channel initiatives that further elevate Phillips as a cultural hub and nurture these relationships post-event for further opportunities
  4. Oversee all points of event marketing from helping to create targeted client list with Client Development, to scheduling and generating e-invite to sharing PDF invitation with relevant parties to organizing all aspects of event catering (i.e. food, drinks, staffing, and service) to negotiating contracts to securing sponsorships to tracking RSVPs on a regular basis to updating caterer on RSVPs to ensure savings and/or sufficient refreshments
  5. Distribute event calendar and invitations internally to staff
  6. Partner closely with Operations and IT to organize event schedule, floorplan maps, deliveries, pickups and catering with security, client services, operations, and tech needs
  7. Remain onsite for both event set up and duration, ensure we have appropriate additional internal staffing/support onsite, supervise check in with client services, and serve as coat check when needed
  8. Coordinate arrangements for seated dinners and cocktail events including reserving catering, event rentals, floral arrangements, and calligraphers
  9. Ensure all content needs shared by Marketing Content team are addressed during event
  10. Establish event KPIs and follow through with analysis
  11. Support Arts Partnerships & Trust and Estates to coordinate off-site and onsite events
  12. Assist regional directors with highlight tour events, invitation distribution and researching local vendors and location
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### **Professional Skills and Experience**

- Previous experience in marketing, events and/or strategic partnership management, liaising with internal and external stakeholders
- Ability to work in a matrix structured environment, but as a “one-person” show
- Excellent time management skills with the ability to work under pressure and prioritize to meet strict deadlines and expectations
- Strong communication (both verbal and written) and negotiation skills with the ability to deal with a wide range of people
- Ability to understand and work with financial resources
- Ability to handle confidential information discreetly and responsibly
- Proactive, resourceful, detail-oriented and organized

- Polite and professional disposition with a high degree of integrity, confidence, tact, and diplomacy
  - Excellent IT skills including Outlook, Excel, Powerpoint, and event management systems
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### **Education and Training**

- 5-7 years of experience in a similar role
  - Bachelor's Degree in Marketing or related field
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### **Working Conditions**

- Work is primarily undertaken in our 432 Park Ave location
  - Weekend and after-hour work may be required
  - Travel may be required
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Please submit your resume and cover letter to [Careersus@Phillips.com](mailto:Careersus@Phillips.com). Please use the subject header "Events Manager". Please be advised: due to the high volume of applicants, we are only able to contact those candidates whose skills and backgrounds best fit the needs of the open position. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.