

Event Manager

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Company: RAK Properties

Location: Ras Al Khaimah

Category: other-general

The Role

Job Objective With the launch of new destinations and the increasing prominence of Mina Al Arab, there's a pressing need for a dedicated individual to handle the growing number of events. This role ensures that all events are executed seamlessly and increase standards. Will play a pivotal role in overseeing all event-related activities for RAK Properties, with a special focus on sales events and Mina Al Arab events. This role requires a dynamic individual who can seamlessly coordinate with various stakeholders, manage budgets, and ensure that all events reflect the brand's vision and values.

Key Responsibilities

- Lead the planning, coordination, and execution of all events, ensuring they align with the company's objectives and brand guidelines.
- Collaborate with internal teams to define event goals, objectives, and specific implementation plans.
- Identify, negotiate with, and manage vendors, ensuring services are delivered as per agreed standards and within budget.
- Regularly review vendor performance to ensure quality and value for money.
- Develop and manage event budgets, ensuring optimal allocation of resources.
- Monitor event expenses to avoid budget overruns and ensure ROI.
- Work closely with the sales team to understand their event requirements and ensure they are met.
- Coordinate with the marketing and communication teams to promote events and ensure consistent messaging.
- Plan and execute events specific to Mina Al Arab, ensuring they resonate with the destination's brand and appeal to the target audience.
- Collaborate with Mina Al Arab's management and stakeholders to ensure event success.
- Gather feedback from attendees, stakeholders, and team members to assess event success.
- Use feedback to make informed decisions about

future events and continuously improve the event planning and execution process. •

Ensure all events comply with local regulations and industry best practices. • Stay updated with the latest trends in event management to bring innovative ideas and practices to the company.

Requirements

- Bachelor's degree or equivalent in Marketing/Sales/related field. • At least 5 years of work experience in Events management in real estate. Should be highly self-motivated with a strategic approach to the work and an expert in networking with a firm grasp of the real estate market in UAE. • Excellent understanding of marketing and promotion techniques. • Enthusiastic candidates with fresh ideas and the organizational skills. • Proven experience as event manager • Knowledge of KPIs and marketing techniques for event management • Outstanding communication and negotiation ability • A team player with leadership skills

About the company

RAK Properties is one of the leading property development and tourism infrastructure firms in the UAE. With proven excellence in a wide range of projects including mixed-use community developments, strategically placed retail shops, health spas and hotels, RAK Properties Public Joint Stock Company (PJSC) plays a central role in shaping the lifestyle of residents of the United Arab Emirates. Founded in 2005 from the vision of His Highness Sheikh Saud Bin Saqr Al Qasimi, Ruler of Ras Al Khaimah, RAK Properties delivers high-quality and professionally managed projects that provides its customers with the highest level of service, while maximizing the value of their investments. RAK Properties has sound capital of AED 2 Billion. The Initial Public Offering (IPO) of RAK Properties in early 2005 was over subscribed by almost 57 times. In its mission to lead the development of real estate and tourism infrastructure in Ras Al Khaimah. RAK Properties aims to attract foreign investors of repute to launch state of the art projects, including luxurious hotels, resorts and malls. In doing so, RAK Properties serves as a catalyst for a dynamic property market in both Ras Al Khaimah and the wider United Arab Emirates.

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