

SPREAD ENTHUSIASM. SHAPE THE FUTURE. SHARE YOUR PASSION.

Knowing the destination isn't enough: you need to know how to get there. Build up your own networks, exploit new ideas, consistently take the initiative. Inspire other people with your enthusiasm. That's the only way to give ideas the power that allows them to become true innovations. We want to keep driving towards the future, so our team is currently seeking you as

Experiential Marketing Specialist

to join us and take our events, appearances and cooperations to the next level. This role covers the end-to-end management of our domestic events and participation international events, from idea to successful project completion.

In this role you will be responsible for:

- Execute the yearly event/customer platforms planning in line with the marketing strategy and business needs
- Manage all operations E2E for domestic events and participation in some international events
- Produce proposals for events, including timelines, venues, suppliers, legal obligations, and budget
- Plan, manage, execute and evaluate existing sponsorships and deliver new possibilities in line with central marketing strategy
- Plan and execute production of event related material (creatives, invitations, on site elements etc.)
- Project management between BMW Group Hungary, its agencies, its partners, and its regional marketing department
- Source and negotiate with vendors and suppliers; control their delivery to ensure smooth event logistics and presence (venue, technical services, printing, equipment, catering, etc.)
- Organize photo and video shoots (briefing, timing control, on spot support)
- Ensure effective communication with participants on events, manage the follow-up activities/lead generation/ KPIs
- Lead the evaluation processes and suggest improvements
- Controlling related budget and administrative tasks
- Support the experiential strategy and execution at the BMW dealerships countrywide

Requirements:

- At least 3 years of experience in marketing/event organisation
- University or college degree preferably in the field of marketing
- Strong English and Hungarian language skills in written and verbal
- Excellent communication and organisational skills
- Flexibility with a proactive approach to problem solving
- Premium mindset and experience in premium/luxury segment is an advantage
- Comfortable in a fast-paced working environment, being able to prioritize also under pressure
- Initiative, ability to work both independently and in a team
- Attention to details and creativity are essential, agility is appreciated
- B category driving licence

Desirable starting date: March 2023

Located at BMW Group Hungary (Budapest/Vecsés)