

## Job Description

### BASIC FUNCTIONS:

This is an entry-level position in Marketing that is responsible to co-ordinate and provide support in executing events and CSI initiatives on behalf of the business

### QUALIFICATIONS:

- Relevant Degree or Diploma (Marketing)

### SKILLS:

- Self starter with a passion for marketing
- Must be willing and able to work a flexible pattern
- Ability to manage multiple deadlines in a fast-paced environment
- Excellent written and verbal communication skills with grammatical accuracy
- Proficiency in Microsoft Office are a must.
- Excellent organizational skills
- Regular user of social media channels
- An understanding in organizing digital and live event
- Good attention to detail.
- Basic development skills

### ACCOUNTABILITIES:

- Develop annual CSI, webinar, internal and external events calendar.
- Co-ordinate and drive CSI involvement within LexisNexis including creation of CSI committee, attending and driving of meetings for the committee and overall responsibility in ensuring committee is informed.
- Manage partners and ensure due diligence in their on-boarding for CSI.
- Liaise with various stakeholders to source speakers and thought leadership content for webinars.
- Execute an ongoing internal and external communications strategy around CSI initiatives and events that the business takes part in – including social media
- Research and propose thought leadership webinar topics.
- Set up exhibition space for business, attend events and be a marketing representative.
- Liaise with event organizers, attend event briefing sessions and ensure timeous delivery of requirements from LexisNexis.
- Co-ordinate and overall management of CSI projects, webinars and events.
- Equip sales team with collateral including but not limited to order forms, promo items etc for events.
- Organizing, packing and delivery of marketing material to events and partners
- Ensure lead management process is clearly defined and managed for webinars and events. .
- Updating the content on the intranet and SEISMIC portal