

## Event & Communication Manager

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Company: TCR group

Location: Belgium

Category: computer-and-mathematical

## Event & Communication Manager

Belgium >

### About the Job

We find ourselves at a pivotal juncture in the evolution of our esteemed organization. As we embark on an ambitious growth trajectory, transitioning from a prominent European airport equipment solutions provider to a global industry leader, we recognize the imperative for astute leadership in the domain of Marketing and Communications.

The primary mandate of the Event & Communication Manager is to bolster the Commercial division by executing a comprehensive global marketing-communication plan that substantiates our international expansion. This involves fortifying TCR's Corporate Image and Brand Awareness. We seek an accomplished and adaptable business partner, distinguished by exceptional communication skills, to take on this instrumental role. The successful candidate will report directly to the Chief Commercial Officer.

### Where you'll create the most impact:

#### Event Planning and Execution:

Plan, coordinate, and execute a diverse array of events, including seminars, conferences, trade exhibitions, and workshops.

Oversee all logistical facets of events, spanning venue selection, catering, guest list management, and audio-visual setup.

#### Content Strategy and Oversight:

Supervise the creation of compelling content across diverse marketing channels,

encompassing digital platforms, print collateral, social media, and email.

Ensure unwavering consistency in messaging and brand representation across all communication mediums.

### **Performance Analysis and Reporting:**

Monitor and dissect the efficacy of marketing campaigns, communication initiatives, and events.

Present comprehensive reports and incisive analyses, delineating key performance indicators (KPIs) and offering strategic recommendations for refinement.

### **Guardianship of the Corporate Brand:**

Exercise vigilant oversight of the company's brand identity, ensuring its seamless alignment with the overarching marketing and communication strategy.

Safeguard brand integrity across all communication collateral and platforms.

### **Harmonious Stakeholder Engagement:**

Collaborate closely with internal stakeholders around the globe to harmonize marketing efforts with overarching business imperatives.

### **Internal Communications Oversight:**

Plan and administer internal communications to enhance organizational direction, mission, objectives, and undertakings.

### **Formulating and Executing Marcom plan:**

Implement exhaustive marketing-communication strategies to augment brand recognition and stimulate customer acquisition.

### **Team Management:**

Provide oversight and mentorship to a skilled Marketing and Communications Coordinator.

Cultivate a culture of collaboration and innovation, offering guidance to ensure departmental and organizational objectives are met.

### **You will be successful in this position if...**

- **Event Management Prowess:** Proven expertise in orchestrating and managing large-scale events, trade fairs and conferences.
- **Communication Mastery:** Proficient in managing press relations and handling journalist requests, complemented by exemplary project management and communication skills. Fluent in English and at least one other European language.
- **Commercial Acumen :** Demonstrated acumen in commercial operations and a keen understanding of market dynamics.

- **Keen Attention to Detail** : Proficiency in both written and visual communication, coupled with an unwavering commitment to precision.
- **Distinguished Track Record** : A minimum of 5 years in an international event and communication role, ideally within a B2B context.
- **Structured Leadership** : A well-organized, proactive team player with a hands-on approach.
- **Pro-Active Attitude** : An innate go-getter with a dash of professional humility, driven by results and reliability.

### **Our company**

TCR Group is the leading global provider of integrated solutions for GSE (Ground Support Equipment) in aviation. TCR offers rental, lease and maintenance of GSE. We are headquartered in Belgium near Brussels Airport. We have approximately 1700 employees and are operational in over 200 airports in 20 countries, in Europe, Asia Pacific and the USA. We offer an informal, dynamic and exciting work environment. At TCR-group, we work together as one team.

### **Address**

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Melsbroek  
1820

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