

## JOB DESCRIPTION - EVENT MANAGER

Our team is growing and we are looking for an Event Manager in Lisbon with proven experience to support our growth both locally and internationally. In this role you will be responsible for spreading the word out for our two brands 27 Lisboa and 27 Studio. Alongside the Marketing Manager and Artistic Director, you will organize and manage events to support our brands communication.

### Your mission

#### **Event and Sponsoring Strategy**

- Assist the Team in defining the overall marketing plan for our different brands.
- Identify events, shows and trade shows, conferences, networking supporting our brands notoriety and awareness.
- Establish and manage the Events and Partnerships schedule and budget.
- Collaborate with Marketing to build a customized Communication plan upfront for each event.
- Ensuring we have the supporting materials for each event: high quality editorial design of e-mailing campaigns, flyers, posters, stickers and alike.

#### **Event Launches**

- Organize and Lead all events.
- Coordinate partners and suppliers.
- Manage and optimize attendance: invitations, reminders and confirmations.
- Analyze and evaluate the success of each event and draft the improvement plan.

#### **Market Intelligence**

- Monitor promotional trends in the retail and beauty industry.
- Benchmark launch events/activations of competitors locally and internationally.

### Skills and Qualifications

This is a senior position with 5 years of proven successful experience, where autonomy and expertise in your domain are key. You are asked to define strategies to raise brand awareness. The following requirements are expected:

- English and Portuguese fluent (C1 minimum).
- Master Degree or equivalent professional experience in Marketing or Event Management.
- Excellent digital culture, experience in an e-commerce or retail company is a plus.
- Know your sector technology: Instagram, SEO, SEA, Spreadsheets, Analytics, Adwords.
- Able to manage Data analysis, Social media marketing, Paid advertising, Email campaign.
- Be organized and build a coherent plan based on strategic thinking.
- Know how to brief copywriters on the message needed.
- Knowledge of how to use a CRM, build reports and performance analysis.
- Manage international projects and travel abroad as needed for Fares and Pop-ups.
- Be a Proactive person, a Team Player, always ready to help to reach success together.

## ABOUT 27 LISBOA AND 27 STUDIO

We started 27 Lisboa with a simple idea: share a selection of beautiful objects, well made, and easy to live with, that we have found around the world. We look at the materials used, the social and environmental policies in place and the brand's overall ethics. So, 27 Lisboa is a true personal curation. All the products are previously tested and used by us and our families.

27 Studio, at the heart of Lisbon, in Chiado, is a space dedicated to organic beauty that provides the best results with natural treatments. A "me time" to pause in a beautifully fitted appartement.

27 Lisboa and 27 Studio are part of **Maisons Julien et Kelly Dassault**, a group focused on impact investments and purpose driven strategies. MJKD is present in projects such as Voltaire ebikes, SmartGarant digital guarantor, Jho organic intimate hygiene or Commune coliving.

MJKD is also the parent company for retail [27lisboa.com](http://27lisboa.com) and [27studio.com](http://27studio.com), production and editions [27films.fr](http://27films.fr) and real estate [SantosDassault.com](http://SantosDassault.com).

Today, the 27 family is growing, and we are looking for a talented profile. Send your CV to [joinus@27lisboa.com](mailto:joinus@27lisboa.com) with the mail **subject: Job application - Event Manager**.



L I S B O A

Rua do Poço dos Negros 19, 1200-335 Lisboa  
[27lisboa.com](http://27lisboa.com)



Rua do Loreto 16 1ºD, 1200-242 Lisboa  
[27studio.com](http://27studio.com)