

Sirris – Event Manager

In search of a Portfolio Manager Educational & Marcom Events

Driven by our mission to guide and inform companies about the latest technological innovations, we organise numerous marcom events at Sirris to ensure that relevant, inspiring knowledge from our experts' R&D projects reaches the right target groups. To support our marketing and communications team, we are seeking an Education Portfolio Manager to oversee our diverse range of educational events, including webinars, master classes, learning networks and coaching sessions.

As the Education Portfolio Manager, you will be responsible for planning, organising and executing both internal and external educational events. You will manage the activity calendar, enhance the visibility and brand image of Sirris at various events, and ensure the flawless execution of all activities.

What does this entail?

- You ensure a balanced distribution of events taking into account the target group and internal capacity, and are responsible for full follow-up from A to Z (ranging from budget management, to logistical organisation, evaluation and reporting).
- You will involve line managers in the planning of webinars, master classes, learning networks, coaching sessions and other educational initiatives aimed at knowledge transfer to businesses. Where relevant, you initiate joint initiatives between different Business Units.
- You will enhance the Sirris DNA by developing and professionalising creative and innovative event concepts, including the creation of associated visual materials. This will enable you to recommend the most suitable format for each event, ensuring objectives are achieved efficiently and effectively.
- You will help ensure Sirris's consistent presence at carefully chosen external events and ensure a coherent brand experience and message, strong visibility and consistency of Sirris branding during events.
- You will work closely with your colleagues in the marketing and communications department regarding marketing requirements and event promotion and with the content distribution manager to coordinate Sirris's presence and participation as a speaker, sponsor or judge at external events.

What do we expect from you?

- You have a bachelor's or master's degree in marketing, communications or a related field.
- You have at least 3 years' experience in a similar role within B2B marketing.
- You have excellent knowledge of email marketing tools and CRM systems (e.g. Mailchimp, HubSpot).
- You are creative and can think innovatively.
- You are a team player with excellent communication skills.
- You have excellent writing skills and an eye for detail.
- You are analytical and data-driven and have experience with data analysis and using analytical tools (such as Google Analytics).
- You have knowledge of GDPR and other relevant regulations.

- You have a proactive and results-oriented attitude with strong organisational skills.
- You have excellent oral and written communication skills in Dutch, French and English.

What do we offer you ?

At Sirris you actively participate in top projects at Belgian companies. In this varied and challenging job there is room for initiative, independence and responsibility. You will be part of a team with great colleagues. Flexible work, personal development and an environment in which cooperation is central, that's typical Sirris. We offer an attractive salary package that is completely in line with your job and experience.

For more information about this position, please contact [Framme Godderis](#) (HR Business Partner) or [Ann Debaere](#) (Marketing & Communication Manager).

<http://www.sirris.be/>