

Expo Events Officer
India, Middle East and Africa Team (IMEA)
Based in Dubai, UAE
Invest Northern Ireland
Fixed term appointment: For up to 7 months

As a part of the Department for the Economy in Northern Ireland, Invest Northern Ireland ('Invest NI') www.investni.com, working with key stakeholders, is driving the transformation of Northern Ireland into an innovative, competitive and knowledge-based economy.

We do this by providing business development support, developing local network, partner and stakeholders relationships and identifying collaborative opportunities and event platforms for the promotion of Northern Ireland. Expo 2020 has been identified as one such platform and Invest NI will showcase Northern Ireland's strength in various sectors ranging from education to manufacturing to tourism and tech to name a few.

Reporting to the Expo Programme Manager (based in Dubai), the post-holder will support the delivery of various planned activity and engagement, prior to, and across the 6 months of Expo at Dubai. The successful candidate will have experience in working on multiple events, involving many stakeholders simultaneously, demonstrating an expertise in event management, administration and strong customer service skills.

The post holder will work closely with colleagues in the wider IMEA region and Invest NI Headquarters in Belfast, Northern Ireland. You will be required to work as a team player, co-managing events with various partners and stakeholders in Northern Ireland and the IMEA region.

You will also work with relevant vendors, suppliers and in-market teams to deliver the programme during Expo 2020. This will also involve providing support with conferences, exhibitions, receptions, client visits, VIP visit programmes and any on-ground support to help deliver a world-class event.

The post holder will be required to travel around the UAE.

Role and Requirements

1. Working in conjunction with internal teams and external contacts (stakeholders/clients/partner organisations), the post holder will support the programme manager in the delivery of Invest NI's events and activities in the run up to and during the period of Expo 2020. The programme includes a wide variety of activities such as showcase/exhibition, meetings, conferences, trade missions, ministerial visits, competitions, receptions etc.
2. The post-holder should provide end-to-end event management support, building and maintaining strong relationships with team members, stakeholders, vendors, suppliers and other programme contacts as necessary.

3. Support programme manager and the in-market Business Development team in the delivery of business events prior to and at expo; including but not limited to administrative and logistics support, programme coordination, vendor coordination, guest list management, travel logistics, venue bookings, event material organisation etc.
4. Work closely with the communications teams of Invest NI IMEA and HQ to promote brand Northern Ireland at Expo and draw relevant target audiences to our programme. This includes an active role in social media channels to promote Northern Ireland.
5. The post holder will also manage day-to-day budget and will have experience in record keeping and risk management. They will also prepare various reports and assist with creation of speaking notes and ministerial briefings.
6. They will work closely with teams in Invest NI and the stakeholders to help evaluate Northern Ireland's overall Expo performance by delivering the monitoring, recording and evaluation framework at various expo related events.

Selection Criteria

1. A University degree, preferably in marketing / business.
2. At least two years relevant experience in events or marketing, working within the UAE and/or the wider GCC region.
3. Recent project management experience within events, with an ability to multi-task and prioritise work. Ability to work independently with minimal supervision and meeting deadlines.
4. Experience in effective administration and financial / budget management for events, exhibitions or marketing campaigns and a clear understanding of risk management.
5. Experience of working on your own initiative, meeting deadlines and providing a comprehensive office support function.
6. Excellent ICT skills, with recent frequent experience of word-processing, databases, Excel and a working knowledge of digital and social media channels and social media management tools such as Hootsuite.
7. A good command over spoken and written English, with experience of presenting/public speaking. Knowledge of the Arabic language would be an advantage.
8. An understanding of Northern Ireland as a location, its economy and its key sectors, an advantage.

Please note:

- a. Recent experience is defined as being in the last three years.
- b. UAE residency visa holders preferred.
- c. You must be flexible and willing to work late evenings, weekends and public holidays in accordance with the needs of the post.
- d. You must possess a clean UAE driving license and a valid passport in order to undertake travel to the UK, if needed.

To Apply

Whilst providing your CV suitably adapted to the Employee Specification, in 250 words, please tell us why you believe you are suitable for this role.

Invest NI will shortlist for this position based on criteria 1 through 6 detailed above.

Your CV/ Résumé must clearly demonstrate your experience and methodology for undertaking this role by providing clear evidence of how you meet the above requirements. Invest NI will not make assumptions from the title of the applicant's post or the nature of the organization as to the skills and experience gained or the methodology you propose to use in the delivery of this role.

To attract and motivate high quality and qualified applicants, the salary for this post is competitive. UAE labour laws and local terms and conditions of employment will apply to the post holder. The post is immediately available.

If you are interested in this exciting and rewarding opportunity, please submit your CV / résumé and cover note in a .doc (word) file format to imearecruitment@investni.com.

The closing date for applications is UAE time 5.00pm, Thursday, 29th July 2021.

Shortlisted candidates should be available for interview in the second week of August 2021. Exact details will be shared with candidates invited for the interview.

References and a statement of good standing will be required before appointment.

Invest NI is an Equal Opportunities Employer.