

Specialist, CSR & Sponsorships

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Company: Ooredoo

Location: Kuwait City

Category: arts-design-entertainment-sports-and-media

Available Opportunities VAC9349 - Specialist, CSR & Sponsorships Field: Corporate

Communication Contract Type: Full Time - Permanent Location: Kuwait - Kuwait City

Closing date: 23-May-2024 The Company:

Ooredoo is an organisation on the move. Thanks to our dedicated employees, we continue to move closer towards our vision to be among the top 20 telecommunications companies in the world by 2020.

We are a dynamic global telecommunications player operating in 17 countries across the Middle East, North Africa (MENA) and Asia. We cover a population of more than half a billion people and serve more than 68 million customers.

In Kuwait, we employ approximately 1,000 talented people, all of whom are driving Ooredoo to be the number one choice for world-class communications services in Kuwait. In the face of intensifying competition, increasingly sophisticated technology and rising customer expectations, nothing is more important to our success than our team – and it's a team that you can be part of.

Ooredoo's future is bright, and you can be part of our ongoing success.

The Purpose:

Assist in implementing the day-to-day running of sponsorship programmes within the Ooredoo sponsorship portfolio in conjunction with a cross-functional, integrated marketing communications PR branding team, in line with the Sponsorship strategy and support the company's charitable donations programs, as well as corporate sustainability reporting. Assisting in developing projects and supporting the operational demands of the business's

corporate social responsibility strategy.

Key Accountabilities & Responsibilities:

Assisting and supporting in implementing sponsorship activities.

Work with manager to create a roadmap.

Assist in the management of sponsorship events / programs including on ground logistics and transportation, sourcing of appropriate business promotion, booking of hotel accommodation for VIP guests, hospitality guest list and all other necessary.

Arrangements to ensure a smooth running and operation of our events.

Ensure brand and business message integration is clearly articulated in all aspects of sponsorship including on-site branding.

Manage Sponsorships events/programmes.

Research, analyze and make recommendations regarding matters related to day-to-day cost control of a sponsorship in order to ensure budgetary compliance.

Ensure brand and business message integration is clearly articulated in all aspects of sponsorship including on-site branding and activation.

Build and maintain strong external relationships with potential sponsors, corporate partners, and supporters, through securing and leading new business meetings, and maintaining strong relationships.

Writing high quality external communications documents, including sponsorship marketing materials as required (working closely with the events/PR team).

Work with the supervisor, and the events/PR team to develop high quality, commercially successful event sponsorship models.

To secure event sponsorship and exhibition income, to achieve stretching income targets.

Ensure that event sponsorship products are consistent with our corporate partnership programmes.

Support the execution of the Corporate Social Responsibility (CSR) strategy for the

company.

Work with manager to create a roadmap.

Maintain the CSR Strategy throughout the year.

Execute the CSR strategy through different community events and sponsorships.

Assisting the company in developing, managing and altering social responsibility policies.

Using internal communication to reinforce the company's social responsibility policies.

Reaching out to the public via PR and marketing to deliver the message of the company's commitment to social responsibility.

Working on company branding strategies with the marketing department.

Assist with the production of corporate social responsibility programs and community events.

Maintain documented accounts of each sponsorship project in an organised manner to ensure smooth Functioning of all activities

Brief and co-ordinate external and internal parties and departments such as social media, advertising, branding, etc. (as directed).

ensuring timely delivery of all rights and benefits as per the sponsorship contract

In coordination with the supervisor, administer the company's charitable budget, providing reports of accountability based on charitable budget segment allocations.

Manage CSR & Sponsorship projects and initiatives.

Support and assist in projects related to environmental sustainability and community investment.

Achieve Ooredoo vision for its CSR strategy, drive sustainable development in Kuwait while adding value to the business through different projects and initiatives.

Analyse & study CSR related sponsorship requests and submit briefs for approvals.

Ensure a Sustainability approach for the organization.

Manage the creation of a sustainability report as mandated by the CMA.

Manage day-to-day operations of the corporate contributions.

Support and Help in Coordinate and implement environmental awareness-raising events for employees in Kuwait.

Assist to Design and implement in-store fundraising campaigns supporting different humanitarian, education and environmental causes to engage customers and employees.

Coordinate Corporate Social Responsibility reporting process, working with other departments to collect data across full sustainability spectrum.

Support Manger with the publicity and communication plan for all campaign and sponsorships; making sure the right internal and external media exposure is secured within the right timeframe.

Align with the rest of the team to make sure all deliverables are met.

Ensure a social return on investment with all activities.

Ensure the positive impact on Brand Equity.

Operates in full compliance with internal policies and procedures as well as applicable regulations and laws.

Qualifications:

Bachelor's degree in a business related, science or social science discipline. with appropriate registration with a recognized professional institute.

Requirements:

2-3 required years of experience in sponsorships or promotions in the telecommunications sector; Well informed on the Kuwaiti media sector.

Fluent verbal and written communication in both Arabic and English.

Good knowledge of MS Office applications like Excel, Word etc.

Creative flair and excellent presentation skills

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