



EVENTS & PARTNERSHIPS MANAGER

Job Description

JDMKEM



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- Collaborate with the sales team to develop event-driven lead generation and customer engagement strategies.
- Track and report on event performance metrics, partnership ROI, and engagement analytics.

Vendor & Stakeholder Management

- Source, negotiate with, and manage relationships with vendors, including event organisers, production companies, caterers, promotional product suppliers, and venues.
- Liaise with internal stakeholders across marketing, sales and leadership to ensure event alignment with business goals.
- Coordinate with the agronomy team for farm tours and educational content.
- Collaborate with international BarthHaas Group stakeholders, local community organisations, industry bodies, brand ambassadors and brewing customers.

Work Health & Safety

- Ensure reporting systems are followed.
- Participate in relevant meetings and consult with other workers.
- Demonstrate a positive safety culture by following work procedures to maintain safety compliance.
- Observe and report any hazards, incidents and non-conformances which may impact your safety or the safety of others.
- Communicate a safety-first approach.

Quality & Food Safety

- Follow work procedures to maintain quality and food safety compliance.
- Observe and report any issues that may impact quality or food safety (non-conformances).

Core Capabilities

- Strategic thinker with strong execution capabilities
- Exceptional organisational and time management skills
- Creative problem-solver with attention to detail
- Self-starter who thrives with autonomy and minimal supervision
- Relationship builder with strong interpersonal skills
- Budget-conscious with analytical mindset
- Adaptable and calm under pressure
- Passionate about craft beer, agriculture, and building community

Qualifications & Experience

Essential

- Demonstrated experience in events, partnerships, or B2B marketing, with ownership from concept to delivery.
- Proven ability to plan and execute events, partnerships, and sponsorships that drive brand visibility, customer engagement, and lead generation.
- Strong project management and organisational skills, with the ability to manage multiple priorities and deadlines.
- Experience managing budgets, evaluating ROI, and using insights to improve future activity.



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- Confident negotiator with experience managing partners, sponsors, and external vendors.
- Excellent written and verbal communication skills, with experience creating event and marketing communications.
- Strong stakeholder management skills, with the ability to collaborate effectively with sales, marketing, and external partners.
- Willingness to travel interstate and work occasional evenings or weekends as required, particularly during our harvest period.
- Valid driver's licence and ability to attend events, including transporting materials when required.

Desirable

- Experience using CRM systems, event management platforms, or marketing automation tools.
- Ability to create or brief creative assets (e.g. presentations, event materials, signage).
- Knowledge of B2B marketing and relationship-led sales environments.
- Experience in the craft beer, beverage, or agriculture sectors.
- Existing or emerging connections within the craft brewing community.
- RSA, First Aid, or CPR certification.

Core KPI's

- Deliver an annual events calendar aligned with business objectives and industry schedule on time and on budget.
- Generate ≥ 150 marketing qualified leads per year through events.
- Convert 10% of marketing qualified leads to sales.
- Produce post-event reports with a clear ROI or strategic value assessment.
- Drive sustainability by prioritising digital collateral and using existing or refurbished assets where possible.
- Actively collaborate and build relationships with the BarthHaas Group counterparts.