



# Brand Partnerships & Experiences Manager / Co-ordinator

## Kove Collection | Cape Town

Kove Collection is seeking a creative and highly organised Brand Partnerships & Experiences Manager to drive brand collaborations, lifestyle initiatives and experiential activations across the group.

This role sits at the intersection of brand, culture, and guest experience, responsible for developing partnerships, conceptualising events, managing music programming, and overseeing lifestyle products that extend the Kove Collection brand beyond our venues.

The ideal candidate is both creative and operational, with a strong understanding of hospitality culture, brand storytelling, and experience-driven marketing.

## Key Responsibilities

- Brand Partnerships & Collaborations
- Identify, develop and manage strategic partnerships with relevant brands across hospitality, fashion, beverage, lifestyle and travel.
- Conceptualise and execute brand collaborations and co-branded activations across Kove Collection venues.
- Build long-term relationships with partner brands to create mutually beneficial campaigns and experiences.

## Events & Experiences

- Conceptualise and plan signature events and seasonal activations across the group, including New Year's Eve, themed celebrations, and parties.
- Develop creative concepts that enhance guest engagement and brand visibility.
- Work closely with venue teams and marketing to ensure seamless event execution.

## Music Programming & Artist Relations

- Manage DJ outreach and artist bookings across Kove Collection venues.
- Build relationships with local and international DJs and music collectives.
- Oversee artist logistics, scheduling, and performance coordination where required.
- Curate music programming that aligns with the identity of each venue.

## Brand Lifestyle Products

- Oversee the development and management of Kove Collection's branded lifestyle products, including:
  - **Echo Home Range**
    - Manage stock ordering, packaging, and distribution of the Echo candle, diffuser, and room spray range, including its expansion.
  - **Merchandise**
    - Develop and produce Kove Collection branded merchandise, including T-shirts and other retail products available across venues.
  - **Uniform Design & Brand Presentation**
    - Lead the conceptualisation and development of staff uniforms across the group.



- Work with designers and suppliers to ensure uniforms reflect the Kove Collection brand identity.
- Oversee production, ordering and roll-out across venues.

### **Collaboration**

- Work closely with the Marketing Manager and team to ensure all activations align with brand strategy.
- Collaborate with venue managers and operations teams to deliver seamless guest experiences.
- Coordinate with suppliers, designers, and production partners for merchandise, uniforms and lifestyle products.

### **Candidate Profile**

- Strong experience in brand partnerships, events, or experiential marketing.
- Background in hospitality, luxury lifestyle brands, fashion, or entertainment is advantageous.
- Deep understanding of music culture, DJ networks and event programming.
- Highly organised with strong project management skills.
- Creative thinker with an eye for brand aesthetics and guest experience.
- Ability to manage multiple projects simultaneously in a fast-paced environment