



# Execs In The Know

# CUSTOMER DRIVEN

## **Job: Marketing Specialist – Attendee Acquisition and Engagement**

Location: Virtual position

Job Type: Full Time

Company: Execs In The Know

We are seeking a **Marketing Specialist – Attendee Acquisition and Engagement** who will be responsible for delivering business value through effective attendee recruitment. Reporting to the Director of Partner Events, the Acquisition and Engagement role provides copywriting, database information management, research, and attendee sourcing/inviting as part of the marketing team. This position helps ensure a continual pool of high-quality attendees by supporting CRM database optimization, research and sourcing, email, direct mail outreach campaigns, and collateral development.

The position is also responsible for performing independent and objective analysis of all sourcing efforts and managing project timelines with ample communication, collaboration, and good judgment to ensure project deliverables are complete and on time.

### **In this position you will have the following responsibilities:**

#### **Writing and Editing**

- Serves as copywriter for invitation email and other event specific marketing and internal communications.
- Works directly with content marketing to ensure written material is compelling, accurate, grammatically correct, and adherent to brand guidelines.

#### **Database Input**

- Accountabilities include tracking and updating of new prospects in the CRM tool; ensuring information is accurate and up to date.

#### **Email Marketing**

- Aids in the planning, scheduling, and creation of email campaigns for event recruitment and then creates lists of “warm leads.”

#### **Sourcing & Research**

- Helps to build, plan, and execute outreach programs.
- Using existing tools, executes sourcing needs including email and phone campaigns.
- Continually researching new and potential attendee prospects in various tools including Salesforce database, LinkedIn, Dunn and Bradstreet, and a variety of other tools based on given goals and objectives.

#### **General**

- Demonstrates effective interactions and positive interpersonal skills in dealing with fellow employees, supervisors, stakeholders, other department leaders, and peers in order to maximize productivity and positive employee and customer relations.

**Required qualifications for this position include:**

- Bachelor's Degree in Marketing, Communications, HR-Recruitment, **OR** equivalent educ/experience.
- 3 years – Combined experience in writing, sourcing, research, and strategic outreach.
- 1 year – Demonstrated ability to manage multiple projects and timelines.

**Apply**

Interested candidates: email your resume and cover letter to Susan McDaniel with the job title as the subject line: [susan@execsintheknow.com](mailto:susan@execsintheknow.com)