

**Event Marketing Manager**

Job Type: Full-time

Location: Remote with limited travel requirements

Company: Execs In The Know

Who We Are:

The customer experience (CX) industry presents a huge innovation opportunity, and we are working alongside global CX leaders to change the customers' lives. We help CX leaders improve their business by crowdsourcing knowledge, exploring opportunities, expanding networks, and inspiring fanatical customer experiences.

Our mission is to:

- Advance the conversation on all facets of the customer experience, to improve individual brand experiences and the industry as a whole.
- Provide executives with insightful data, research, and learnings on the evolution of corporate and consumer expectations.
- Strengthen our community through the brightest minds in customer experience, alongside business partners sharing best-in-class products.
- Inspire greatness through brand collaboration. Our goal is to connect leaders, to enlighten and motivate change.

The Role:

The Event Marketing Manager position is a critical role managing the end-to-end experience of many concurrent sponsored events for Execs In The Know. This position is responsible for providing relationship management and coordination of partners, project management and marketing management to create, deploy and execute events. The position is responsible for working with the marketing team to achieve registration goals through various marketing strategies including social and email marketing.

Key Responsibilities Include:

- Serve as a point of contact and manage expectations for clients who contract with EITK as sponsors for small live and virtual events such as roundtables, dinners, and webinars ensuring client satisfaction.
- Lead kick-off calls and ongoing meetings to review and set expectations for the services contracted, logistics, and marketing materials needed to deliver an event.
- Create registration pages and manage the end-to-end registration and registration communications process using platforms such as Swoogo, Webinar.net, and Zoom.
- Work collaboratively with the internal marketing team members for copy, design, and email marketing to ensure all pre- and post-event outreach activities are on time and successful.

- Create event materials using predefined templates and resources, and coordinate with the printer for small batch printing. Work with the internal marketing team to create marketing strategies including list and audience development, email marketing and social marketing to achieve registration goals.
- Research and recruit new event attendees using a variety of tools to create efficient and effective strategies for meeting attendance goals.
- Analyze lists to identify the most promising territories for events, then segment them to align with event strategies.
- Actively project manage each event you manage using Asana to ensure timely execution of tasks to launch a successful event.
- Coordinate with the marketing team to drive event awareness with social campaigns, blog posts, videos, paid campaigns/advertising, list creation, invite creation, etc.
- Monitor, analyze, and report on event progress and success metrics.
- Ensuring that the website is up to date with critical event updates and changes.
- Deploy best practices and use A/B testing to enhance events.

Qualifications:

- Proven track record of coordinating and managing successful small events simultaneously targeted at business-to-business executive attendees.
- 5+ years of experience in marketing, events, and project management.
- 3+ years of experience working with clients.
- Bachelor's degree in marketing, communications, or the equivalent work experience.
- Proactive, detail-oriented, and results-focused with outstanding project management skills.
- Ability to think creatively and bring fresh ideas to the table for maximum impact and results.
- Ability to manage and adapt quickly to change and respond positively with flexibility to competing priorities.
- Ability to remain calm under pressure and stressful situations to effectively resolve issues and pre-emptively mitigate problems before they happen.
- Demonstrate professional and effective written and verbal communication skills.
- Ability to build strong working relationships with sales, marketing, and senior-level stakeholders internally and externally.
- Strong aptitude for technology with intermediate to expert-level experience with platforms such as Microsoft Office Suite (especially Excel), Asana, Swoogo, Webinar.net, and Zoom.

Compensation:

- A candidate's base annual salary shall be determined on a range of factors, including, but not limited to, qualifications and experience.

What are the perks?

- Generous time off policy that allows you to put your family first.
- Competitive benefits, salary, and talent development opportunities.
- Commitment to professional development and working for a company where your voice is heard.

Execs In The Know is an equal opportunity employer. All qualified applicants will be considered for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status.