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# Example of Event Marketing Job Description

Our company is growing rapidly and is looking to fill the role of event marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for event marketing

* Build and monitor drip campaigns and strategize changes based on A/B testing
* Support segmentation efforts to ensure targeted and relevant messaging
* Manage all aspects of conference and exhibit presence, including the design, creation and production of booth, displays and materials, staff education and preparation, promoting and driving attendance
* Working closely with the promotion and public relations team to support activities (conferences, tradeshows, events, campaigns, ) to ensure successful goals are reached
* Established functional understanding of a web-based applications and a strong understanding of complementary platforms and systems
* Develop quarterly reporting analytics and performance metrics for department
* Support budget planning
* Research vendors and locations for upcoming events
* Receive, inventory, and ship various event related materials
* Working on site at events as needed

## Qualifications for event marketing

* Ideally student is in second or third year in a Bachelor’s program / marketing or communications major preferred
* Intern applicant must have valid drivers license and/or ability to get to Live Nation concert venues via mass transit
* Attention to detail with a perfectionist’s eye
* A drive to succeed!
* Contact prospective event attendees by email and phone to secure their attendance at our paid and complimentary (invitation only) events
* Work with press offices to determine the right individual from their company