

Example of Event Marketing Manager Job Description

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Our growing company is hiring for an event marketing manager. 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 manager

- Track all business engagement programs' event leads provide reporting and ROI analysis
- Establish goals and track and communicate results
- You will provide department wide project management of the graphic design of marketing materials
- As Marketing Manager you will develop optimal outsourcing strategies to meet timelines and budgets and manage external vendors and contractors as appropriate
- As the Brand leader, you will have responsibility for adapting and maintaining brand identity standards in partnership with senior leaders
- You will supervise the in-house design, layout and production team
- Utilizing your expertise, you will provide leadership contributions to the design of brand experiences and exhibit spaces with internal staff and external vendors
- Defining and executing communications strategy to engage IBMers worldwide with the Watson IoT Center, SMEs and executives making the Services and advantages of the Center well understood
- Driving internal social business and managing digital platforms to drive engagement around major priorities and initiatives including evaluating metrics from articles, blogs, newsletters, videos, on an ongoing basis to recommend best practices for increasing readership and engagement

thought leaders internally and externally

Qualifications for event marketing manager

- Knowledge and experience with Technical, Partner and Enterprise programs, and experience with profit generating and break-even events models
- Strong evidence of working with CEO CXO level and above
- Experience with Database tools and knowledge of all Social Media
- Expertise and efficiency in Tessitura software
- Responsible for preparing Creative Briefs and Executive Briefs that communicate event objectives and business benefits to internal and external stakeholders
- Creates and owns messaging and positioning documents that drive event content deliverables and all marcom