



Example of Events Marketing Job Description

Powered by www.VelvetJobs.com

Our innovative and growing company is searching for experienced candidates for the position of events marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for events marketing

- Own relationship with Procurement to complete the contractual process for events, provide payment and WBS information
- Oversee the post-event reporting process for each global/corporate event, measuring against targets
- Work with divisional marketing teams to ensure positioning, messaging, goals, deliverables, and tactics are achieved before, during, and after each respective event
- Support both internal and external events in both the planning stages, on-site and post-event results gathering
- Work with our creative department to manage all marketing assets relating to an event, ensuring proper lead times are incorporated
- Work with marketing and events partners including hotels, catering, security, registration, facilities, shipping, and other event logistics partners
- Cultivate strong relationships with marketing partners and key vendors with whom you will negotiate to ensure efficient use of budget
- Internally communicate all logistics and attendance details in advance of each event
- Ability to travel up to 20-25% if needed to be onsite to support events
- Direct experience programming various-sized events from 10 to 500+ attendees

Qualifications for events marketing

- Develop and maintain excellent working relationships with external event suppliers, FTI marketing teams, sales, finance, compliance and FTI best practice teams
- Demonstrate a good understanding of the products we sell, their investment process and key sales points
- Liaise with internal teams appropriate to source and check information and ensure it meets all legal and regulatory requirements
- Assist in the training and development of colleagues or agencies as required
- Assist the team in, creative thinking, writing, proof reading, desktop publishing and data and quality checking
- Awareness of technology to support events in the financial space – such as social media, barcode scanners