



# Example of Marketing / Events Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our company is hiring for a marketing / events. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing / events

- Contribute to agency's social media presence
- Work directly with C-level executives on planning and production of events
- Develop marketing plans for important agency initiatives, including events, new products/services, and partnerships
- Source and analyze venues for programs including transportation, floor plans, site visits
- Global partner and alliance events (upwards of 15+ events per year with serious growth potential)
- Manage everything from event inception to completion including budget, lead gen, brand presence, staffing, etc
- Evaluate event presence and make recommendations to team
- Work cross-departmentally (PM, IM, DG, Sales, etc) to ensure event success
- Liason with unions and contracting agencies managing trade shows and booth builds
- Partner with DG and social media teams to coordiante outreach to generate buzz at events

## Qualifications for marketing / events

- Strong skills in analytical and strategic thinking
- Execute end to end any necessary deployment in tools (like Planning, tactic code, Event Solution tool) or approval (financial, legal)
- Leverage Unica to execute multi-touch campaigns, email blasts, proactive telemarketing campaigns, setting up nurture streams, follow up on responses

- Follow any country specific regulations in a multi-countries environment in Europe
- Minimum of 3 years in marketing field