



# Example of Marketing / Events Job Description

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Our company is growing rapidly and is looking for a marketing / events. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing / events

- Ensure events are actively promoted on the Website and other Social Media Channel and make recommendations within Corporate Marketing around the promotion of these events
- Collaborate with Marketing Programs team to schedule, create and launch emails and other activities promoting events
- Proactively monitor and submit proposals for speaking engagements at industry hosted events
- Work with the business and functions to develop relevant and effective plans for proprietary client and internal events
- Leverage all events and event sponsorships to their full potential
- Support the planning and execution of brand campaign plans including project briefing documents covering objectives, audience, tactics, budgets and success measures
- Provide on-site support including venue site inspections, procuring event specific collateral, promotional items and suppliers in compliance with company policies and procedures
- Manage external vendors to ensure cost effective event and campaign services
- Evaluate all event and campaign activities using post event feedback and relevant metrics to deliver complete post-activity reports
- Promotional item idea generation, sourcing and supplier negotiation

## Qualifications for marketing / events

- Ability to work with various management levels both internally and externally
- Broad-based experience with B2B marketing communications
- Professional services experience preferred but not required
- Ability to influence and partner with internal business partners on strategic objectives and challenges
- Understands surveying process and applies learning to future promotional communications