



Example of Marketing Manager, Events Job Description

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Our growing company is searching for experienced candidates for the position of marketing manager, events. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for marketing manager, events

- Manage and execute Image Events and retail Trade Marketing Events, Direct Mail, Promotions, Charity/Outreach Partnerships, Added Value Programs, CRM, Collection Books, Email Marketing, Direct Mail, Holiday Gifting, marketing initiatives
- Manage Image & Retail Events from inception to execution, including all vendor negotiations & Management, External Partners, Creating production manuals (Timelines, Contact Sheets)
- Oversee CRM activities including seasonal reporting to GA Corp and Milan, coordinating stores for CRM capture rates, E-mail Marketing Communications
- Partner with Creative on all collateral pieces for events & marketing initiatives, including event invitations, collection announcements, bounce back cards, national promotions, MTM, E-mail Marketing
- Demonstrated high energy, strong work ethic and bias for action
- Attend internal meetings with various teams
- Work in partnership and support of Director of Marketing, L.A
- Assist Senior Manager with new event strategies (Enhanced Events Strategy, Online Registration Upgrades, Digital Webinar Events)
- Provide weekly 1x1 reporting to Sr
- Manage the strategy, creation, approval, and deployment of all NG event email communications and campaigns

Qualifications for marketing manager, events

- Must demonstrate strong working knowledge in Word, Excel and Powerpoint software applications such as event registration software, database applications, and project management software
- Computer proficiency (Microsoft Office, Internet Research, Social Media)
- Minimum of 4 years of retail sales and customer service training, outdoor industry preferred
- Training experience required or equivalent combination professional experience
- Strong written and presentation skills to provide efficient training documents
- Overnight domestic travel required up to 30% of time