



Example of Marketing Manager, Events Job Description

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Our company is looking for a marketing manager, events. 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 marketing manager, events

- Work with internal teams following up on leads post event to generate business opportunities
- Track campaign success throughout SFDC and Marketo
- Build brand advocates in emerging regions
- Create unique marketing campaigns to drive event attendance
- Works with the creative team to ensure all assets needed on-the-ground are created in a timely manner
- Main point of contact with external partners/agencies in developing and executing all stunts/activations
- Ensures key information is disseminated across all key stakeholders and events are on-strategy, on-time, and on-budget
- Management of all of the national, industry-specific events including national conferences, seminars and webcasts
- Broad understanding of the category product, sales and channel management business challenges and strategy to grow in store share
- Actively contributes to deliver business objectives from overall business units

Qualifications for marketing manager, events

- Solid understanding of marketing communications and new and emerging media platforms

- 2+ years of marketing experience, ad tech a major plus
- Business/marketing analytics & digital marketing and social amplification desired
- Ensure all marketing activity goes out on time
- Minimum of 5 years experience in marketing communications space