



## Example of Marketing Manager, Events Job Description

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Our company is searching for experienced candidates for the position of marketing manager, events. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

### Responsibilities for marketing manager, events

- Create effective value messages, using appropriate communication channels for B2B customers that compel action
- Understands importance of creating and meeting marketing timelines and defines measurable outcomes to understand effectiveness of messages and channels
- Work with outside agencies including email service providers, as needed
- Able to leverage processes and work closely with the technology lead on the operations team to deliver content to stakeholders efficiently
- Able to manage communications and marketing deliverables on multiple events concurrently
- Conduct pre-event attendee surveys to provide data for sales pre-calls
- Create and execute company's corporate event marketing strategy including global customer conference, sales kickoff meeting, international roadshows, executive level events and other corporate programs
- Manage and execute a comprehensive Marketing Plan for North America and Latin America that integrates regional requirements with corporate marketing initiatives
- Lead and direct internal staff and collaborate with internal stakeholders to successfully manage effective planning and execution of corporate programs and regional marketing activities for the region, including conferences, seminars, webinars, tradeshow, integrated online campaigns

conference and campaign related events

## **Qualifications for marketing manager, events**

- Advanced PowerPoint / presentation building skills
- Strong public speaking skills (on-camera interviews, videos)
- Bachelor's Degree and 6-8+ years' experience in both retail & event marketing
- Proactive do-er who is confident establishing and promoting new strategies / programs executing historic ones
- Comfort level with tracking and analyzing business metrics as it pertains to events
- Ability to manage multiple projects simultaneously and adhere to tight deadlines