



## Example of Marketing Manager, Events Job Description

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

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

### Responsibilities for marketing manager, events

- Be the liaison between the product marketing team and the organizers of each event or campaign -- attending cadence meetings, providing updates, keeping all stakeholders apprised of status and progress towards goals
- Serve as the spokesperson or representative for Commerce Cloud as needed in marketing activities -- , staffing an event booth, giving demos and presentations, speaking at events or writing copy for campaigns
- Manage all details of the marketing process and workflow, including coordinating all strategies for SEO, Google AdWords, and online organic growth
- Deliver consistent messaging and brand experience across all assigned events
- Communicate with all appropriate cross-functional team members regarding overviews, timelines, requirements, messaging, pre/post event meetings, internal communication, attendee communications
- Liaise with support functions - compliance, facilities - to ensure the successful execution of events and campaigns
- Source, negotiate and manage corporate hospitality events on behalf of the business
- Develop and lead the execution of the global marketing corporate tradeshow strategy to drive high value sales leads and profitable revenue
- Build effective relationships with Marketing Management, Product Management, R&D, Commercial and other key functions to ensure a

- Collaborate with regional marketing colleagues to maintain global brand consistency and high impact execution across all events

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

- Bachelor's degree (Business/Marketing preferred) – CIM/IDM Marketing qualification, or equivalent, is preferable
- Online advertising industry knowledge and a passion for transforming the digital marketing space is strongly preferred
- Experience of driving demand generation via Marketing Automation software like Marketo is strongly preferred
- Effective time management skills – an organised individual who can prioritise and meet deadlines, not only for events but for event preparation and follow up, is essential
- An effective communicator who can work with cross-functional teams, manage complex projects under tight deadlines
- Comfortable working in a fast-paced, demanding, entrepreneurial environment, someone who is prepared to go the extra mile