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WORLDWIDE
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Job Description

Title: Events Marketing Coordinator

Reports to: Assistant Show Director

The Events Marketing Coordinator plays a key role in executing event marketing strategies, digital communications, social media engagement, and data tracking and reporting. This position works closely with the Assistant Show Director to support marketing efforts across more than 10 conferences and trade shows. The primary responsibility of the Events Marketing Coordinator is to effectively engage attendees and commercial audiences to strengthen brand awareness, increase event attendance, and drive exhibitor and sponsorship sales.

Responsibilities (including but are not limited to):

- Plan, create, design, and manage paid social and search advertising campaigns across platforms including LinkedIn, YouTube, Facebook, Instagram, Google Ads, etc.
- Develop and schedule weekly social media content for all events using Canva and Hootsuite.
- Monitor and enhance organic social media engagement to grow audience reach and interaction.
- Create content to promote events on social media platforms and relevant industry calendars.
- Basic copywriting, design, and deployment of event-related emails, including sponsored messages, to full audiences using BeePro, Canva, and Omeda, incorporating nurturing strategies such as A/B testing, automation, targeted campaigns, etc.
- Prepare and deliver weekly email performance reports, including customized analytics for the sales team.
- Prepare, track, and analyze email and website performance metrics using tools such as Google Analytics and Visual Visitor.
- Review and analyze all marketing data to identify insights and recommend strategies for improving marketing effectiveness.
- Research and identify new audience prospects to expand reach and increase event participation.
- Coordinate on-site marketing tasks with the events team, including managing photo shoot lists, social media content, interview schedules, and team support needs.
- Support updates to event websites and assist in refining site messaging.
- Assist with Direct Attendee outreach to select groups for invitation or to ensure verification
- Assist with various marketing projects as needed across event portfolios.
- Stay current on industry best practices, event marketing, and monitor competitor marketing strategies and content activity.

Skills:

- Strong written and verbal communication (both internally and externally)
- Cross-functional collaboration and teamwork
- Ability to work independently and as part of a team
- Comfortable communicating with internal stakeholders and external audiences
- Excellent time management and organizational skills
- Ability to multi-task and prioritize effectively in a fast-paced environment
- High attention to detail and quality control
- Adaptable and resourceful while working on the go
- Industry knowledge a plus, but not required

Qualifications:

- Bachelor's degree with experience in digital marketing/marketing communications.
- Experienced in event email marketing, including strategy development, campaign execution, performance reporting, and analysis.
- Experienced in social media management, including content creation, scheduling, and audience engagement.
- Strong marketing and messaging instincts for both social media and written communications.
- Adaptable, enthusiastic, and highly motivated, with a strong willingness to contribute across various areas.
- Knowledge of Adobe Creative and Microsoft Office Suites. Experience with Microsoft 365 (OneNote, SharePoint, Teams, Planner).
- Familiarity with marketing tools such as Omeda, Canva, BeeFree, Hootsuite, Google Analytics
- Must be comfortable with traveling to events and standing for long periods of time.