

JOB DESCRIPTION – Marketing & Communications Manager (Full-time)

The Special Event Company, a high-level meeting and event planning company based in Raleigh, NC, was recently named one of the Top 50 Global Event Companies for the second year. To help us maintain this momentum, we are seeking a full-time, creative and tech-savvy Marketing & Communications Manager to assist with all aspects of our corporate communications and sales initiatives in a fast-paced environment. The Marketing & Communications Manager will work under the supervision of the CEO, COO, and CSO to market and communicate our value proposition.

Marketing Responsibilities:

- Oversee implementation of the marketing strategy –
Including campaigns, events, digital marketing, and PR
- Collaborate with the team to develop and execute new marketing ideas and strategies
- Develop company PR initiatives.
- Manage social media presence to improve social media reputation and recognition
- Design and send company newsletters and announcements (via iContact or similar)
- Update company website as needed (Wordpress currently)
- Create graphics as needed for website, social media and office projects.
- Implement Search Engine Optimization strategies.
- Undertake continuous analysis of the competitive environment and consumer trends
- Monitor and report on the effectiveness of marketing communications using metrics
- Create and manage online advertising campaigns (AdWords & Social platforms)
- Research organizations and individuals to identify new customer opportunities
- Communicate with clients and potential clients to evaluate needs or promote services
- Utilize research database and collating pertinent information for client proposals
- Conduct marketing research for potential clients
- Maintain company mailing lists, including data cleaning, and updates
- Assist in defining needs in hiring an admin to support the team and activities

Communications Responsibilities:

- Assist with proposal development, including content, design, and proofing
- Assist with designing and editing client presentations
- Design and maintain marketing and communications materials
- Assist in Salesforce maintenance, as needed

Event Responsibilities:

- Attend and engage in strategy meetings to determine event communications, as needed
- Source and serve as vendor liaison for design-related client projects
- Attend events as required to support company marketing needs
- Attend local events for social media content or ensure that a member of the team is assigned to send content

Requirements:

- Minimum 4 Year Degree in Business, Marketing or Communications
- Knowledge of industry-leading design software and technologies helpful (Adobe InDesign, Illustrator, Photoshop)
- Ability to interact, communicate, and present ideas
- Sensitivity to proprietary and confidential information
- Knowledge of event, meeting or production industry preferred

If interested in applying for this position, please submit your resume to resumes@specialeventco.com.