



Unlocking business for good

Title	Events & Marketing Specialist
Brief role description	Reporting into the Senior Manager, Marketing, Communications and Events, you will be responsible for delivering and promoting a program of over 50 events per year across four states and providing overall support to the marketing team.
Reporting to	Senior Manager, Marketing, Communications and Events
Key role responsibilities	<ul style="list-style-type: none"> • Coordinate the annual events schedule in partnership with other internal teams covering sales events, training events, networking events and summits/conferences. • Manage digital & in-person event logistics including scheduling, promotions, speaker engagement, event programs/design, managing event mailing lists, digital event surveys, and ensuring that the Salesforce CRM is updated post events. • Support delivery of the annual conference and awards, and lead on project management, recruiting speakers, recruiting sponsors, venue logistics, promotions & ticket sales, and event follow-up. • Support the implementation of a social enterprise sales pipeline, to automate communications related to marketing/sales events that generate new leads.

	<ul style="list-style-type: none"> • Support the Senior Manager, Marketing, Communications and Events in managing marketing requests and implementing new systems to improve the marketing teams internal corporate support role. • Provide general support to the marketing team, including managing printed brand collateral, supporting content, social media, e-news and list management, website maintenance and marketing metrics. • Manage external vendors as required.
<p>Performance measures/KPI's</p>	<ul style="list-style-type: none"> • Deliver the digital and in-person event schedule on time and on budget, and meet attendee targets. • Deliver exceptional internal customer service, working closely with the operations team to ensure all event commitments sold to customers are delivered effectively. • Deliver the annual conference and awards on schedule and budget, including meeting ticket sales and sponsorship targets. • Provide effective support to the marketing team including meeting set project timelines and key success measures.
<p>Experience, competencies and skills</p>	<p>Required</p> <ul style="list-style-type: none"> • Degree in marketing, communications or a related discipline. • 3+ years experience in leading and delivering events in both online and offline formats and supporting a marketing team. • Exceptional digital marketing and event skills, including knowledge of a range of online event platforms and digital marketing tools.

	<ul style="list-style-type: none">• Excellent interpersonal, communication and facilitation skills to engage and influence a variety of internal and external stakeholders at different levels within the business.• Ability to work both independently and within a team to high standards of operational delivery.• Self-confident, open minded with a pragmatic "can do" attitude.
Key relationships <ul style="list-style-type: none">- Internal - External	<ul style="list-style-type: none">- Senior Manager, Marketing, Communications and Events- Head of Marketing and Communications- Functional leads for account management and capacity building - Agencies & suppliers as relevant