



# EVENT MARKETING STRATEGIES

*AN EXPERIENTIAL ENGAGEMENT AGENCY*

## ACCOUNT MANAGER POSITION DESCRIPTION

### ABOUT OUR COMPANY

Event Marketing Strategies (EMS), an experiential marketing agency, helping companies create unique and memorable connections with their audience.

### POSITION DESCRIPTION

Oversee client programs for Event Marketing Strategies' working directly with the Director, Creative Experiences and the Marketing & Project Manager to support a variety of experiential and event marketing programs locally and nationally.

- Operate as the lead point of contact for all matters specific to assigned client experiential and event marketing programs
- Communicate with event properties and venues to secure display space, plus negotiate access fees and event contracts
- Develop a trusted advisor relationship with key accounts, customer stakeholders and executives, plus all relevant vendors
- Ensure the timely and successful delivery of our solutions according to client needs and objectives
- Communicate clearly the progress of monthly/quarterly client and internal initiatives
- Forecast and track key account metrics, providing suggestions for areas of improvement
- Prepare follow-up event recaps after each client event
- Identify and grow opportunities with client – both for current projects and potential new campaigns
- Communicate with and coordinate brand ambassador staffing at client events
- Coordinate event logistics with a high-level of attention to detail to provide to the client and also to the field marketing team
- Submit field marketing team time sheets on a timely basis
- Maintain and manage with care client budgets
- Generate and submit client invoices
- Actively participate in team meetings – including regular staff meetings, plus brainstorming, project development and review sessions



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## QUALIFICATIONS

- A personable, positive, hard-working and outgoing personality
- Bachelor's Degree or comparable experience in business, marketing, public relations, communications, or a related field
- 3 years minimum proven experience in a similar role managing and growing client relationships and/or account management
- Excellent verbal, presentation, written and email communication skills
- Collaborative and strong desire to work with others in teams
- An ultimate multi-tasker with the ability to manage multiple projects and deadlines simultaneously
- Highly organized and detail focused
- Willingness to learn and adapt to change
- Ability to travel throughout Ohio, and potentially nationally, including some weekends
- Experience in event/experiential marketing is a plus

## APPLY

Please submit a resume with a brief (one paragraph) **creative** description about why you should be considered for this role to:

Maggie Ellison, Director Creative Experiences

mellison@eventmarketingstrategies.com