



# EVENT MARKETING STRATEGIES

AN EXPERIENTIAL ENGAGEMENT AGENCY

## SENIOR MANAGER, EVENTS POSITION DESCRIPTION

### ABOUT OUR COMPANY

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

### POSITION OVERVIEW

*The Senior Manager, Events will manage client accounts, lead the execution of experiential marketing events and programs, and oversee project teams. This role ensures the seamless implementation of client strategies, from creative development to post-event analysis, while fostering strong client relationships and maintaining operational excellence.*

### KEY RESPONSIBILITIES

#### Client Account & Project Management

- Serve as the primary point of contact for assigned clients, managing day-to-day operations for experiential marketing initiatives.
- Build and maintain strong client relationships, ensuring their needs and objectives are met with excellence while providing consistent updates on program progress, milestones, and deliverables.
- Facilitate regular client communications, status calls, and internal meetings, preparing agendas and tracking outcomes to ensure alignment across all stakeholders.
- Oversee task management and project timelines using Asana, ensuring all steps are clearly assigned, tracked, and completed on schedule.
- Develop, manage, and monitor client budgets with precision, ensuring alignment with goals and collaborating with leadership and the project team for accuracy and approval.
- Lead creative development and procurement of event materials, displays, premiums, and marketing assets in collaboration with the Events & Logistics Manager.
- Manage the Events & Logistics Manager and project team members to ensure smooth execution of all project tasks.

#### Pre-Event Planning

- Guide research efforts on venues and events, utilizing criteria established by the client and best practices such as demographics, attendance, and size.
- Develop and present creative concepts for event layouts, displays, and signage, securing client approval.



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- Coordinate artwork production with in-house designers, client design teams, agency partners, and vendors.
- Manage relationships with additional vendors or partners, including catering, A/V, décor, and entertainment.

## **On-Site Activation**

- Oversee on-site activation elements, ensuring smooth operations and brand representation by field marketing teams.
- Provide real-time updates and documentation for clients during events.
- Travel as needed to support events locally and nationally.

## **Post-Event Analysis**

- Review post-event recaps, including attendance, photos, feedback, and assessments, ensuring accuracy of data and results.
- Lead event debriefs to identify areas for improvement and actionable insights for future events and programs.
- Compile and present annual recap reports summarizing program performance.

## **Additional Responsibilities**

- Stay updated on industry trends through workshops, conferences, and professional organizations.
- Actively participate in team meetings and brainstorming sessions to support organizational goals.

## **QUALIFICATIONS**

- Highly organized, detail-oriented, and skilled in multitasking.
- Outgoing, personable, and collaborative with a strong work ethic.
- Minimum of 5 years of experience in client relationship management or account management.
- Excellent verbal, written, and presentation communication skills.
- Proficient in Microsoft Office, Salesforce, Asana, and Adobe Creative Suite.
- Willingness to travel across Ohio and nationally, including some weekends.

## **WHY JOIN US?**

At EMS, we value creativity, collaboration, and innovation. If you're passionate about experiential marketing and thrive in a dynamic environment, we'd love to have you on our team.