



EVENT MARKETING STRATEGIES

EVENTS & LOGISTICS MANAGER

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.

ABOUT THE ROLE

Events & Logistics Manager | Columbus, OH | Hybrid | Full-Time

The Events & Logistics Manager leads event logistics, planning, and on-site execution for EMS experiential marketing programs. From initial research and implementation through activation and post-event, this role manages logistics plans, event layouts, staffing schedules, and post-event recaps. This role also supervises the Field Assets & Inventory Coordinator, ensuring that warehouse and inventory operations remain aligned with upcoming event needs. You will thrive in this role if you excel at client-facing planning, managing complex logistics, and leading Brand Ambassadors to successful execution.

POSITION DESCRIPTION

Planning:

- Conduct event and venue research based on priority criteria established by the client, obtaining detailed information, and summarizing research to make recommendations
- Identify and maintain a database of preferred vendors suited to specific event needs
- Develop and maintain the master event logistics calendar in coordination with the project team

Implementation:

- Serve as the primary contact for event and venue properties, securing venue and display space, negotiating access fees and event contracts, and obtaining requirements
- Develop client project overviews and continuously update event plans and logistics documents as details are confirmed throughout the project
- Lead site visits, take footprint measurements, and develop booth display and/or event layouts, incorporating feedback and updates provided by the client and project team
- Create event logistics documentation including key details, staffing schedules, run of show, display checklists, and travel and expense details; deliver to field team and client for every event
- Direct the Field Assets & Inventory Coordinator on asset preparation, staging timelines, and warehouse priorities in advance of each activation



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- Review inventory reports and display checklists submitted by the Field Assets & Inventory Coordinator; ensure asset readiness prior to each event
- Prepare for event activations, including setting up the field team and client surveys, photo folders, charging technology, and obtaining access credentials, tickets, and apparel to distribute to the field team

Activation:

- Oversee setup and teardown of display elements, signage, and event materials
- Ensure the field team meets performance expectations and provides real-time support
- Communicate live-event updates and images to the project team, escalating issues as needed
- Travel, as needed, to event sites locally and nationally to ensure successful execution

Post-Event:

- Direct the Field Assets & Inventory Coordinator to receive and assess returned assets; review damage and depletion reports and authorize replacements as needed
- Secure and review post-event data, including survey analysis, field team feedback, and client results
- Compile post-event and comprehensive recaps summarizing results (photos, attendance, feedback) for the client following events and experiential programs

Field Team & Direct Report Management

- Screen, interview, and hire candidates for Field Team Lead and Ambassador roles
- Develop and compile training materials and documents to ensure the field team is properly prepared for every client activation
- Compile materials for and host field team event logistics calls
- Supervise, direct, and provide feedback to the Field Assets & Inventory Coordinator; conduct regular check-ins and performance reviews
- Review and approve field marketing team time sheets and expenses in coordination with Accounting and Administrative support
- Identify areas for improvement in field team and warehouse operations; propose and implement solutions

Other Responsibilities

- Maintain professional and technical knowledge by attending workshops, seminars, and conferences; reviewing industry publications; and participating in professional networks



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- Actively participate in team meetings including regular staff meetings, brainstorming, project development, and review sessions
- Support other functions of the organization as requested

QUALIFICATIONS

- Minimum five (5) years of experience in a similar role managing events, logistics, and coordination of Field Team/Brand Ambassadors
- Demonstrated experience managing or supervising support staff or contractors
- Exceptionally organized with strong attention to detail; thrives on detailed logistics, inventory oversight, and event execution
- Personable, positive, and hard-working with an outgoing and collaborative approach
- Strong verbal, written, email, and presentation communication skills
- Confident multitasker with the ability to manage competing priorities and deadlines across multiple projects
- Proficient in Microsoft Office, Asana, and Adobe Creative Suite
- Ability to travel throughout Ohio, and potentially nationally, including some weekends