



Job Title:	Manager, Event Marketing	Position Type:	Full-time
Department:	Marketing	Reports to:	Vice President, Marketing

Position Summary

The Austin Chamber helps people live, work and thrive in Austin by investing in a broad range of programs that build, support, and diversify the region’s economy. This role is a member of the Chamber’s marketing team, which is responsible for developing a strategy to support this mission. Engaging events are a significant component of this strategy and an opportunity to engage audiences and develop positive customer experiences.

The Manager, Event Marketing is responsible for designing engaging event programming in alignment with organizational strategy, marketing objectives and audience. This includes large signature events, smaller event series and digital events. This is done through coordinating the internal discovery process for event design, which includes collaboration and process at the senior leadership, departmental and individual levels. In conjunction with logistical support personnel, this position will coordinate directly with speakers, sponsors and leadership to support a professional and organized process.

Ideal candidate:

You are tuned in to the Austin business community and local trending topics. You enjoy the creative process of designing events as well as managing the hands-on details. You are great at coordinating and communicating with high-level stake holders.

Roles and Responsibilities

- Design events from start to finish, matching Chamber objectives with audience
- Drive event marketing strategy, including message development and content for website, email and social
- Lead internal project management for event ideation and strategy, managing master calendar, required meetings and key relationships
- Foster and manage relationships with external stakeholders including speakers, sponsors and volunteer leadership
- Create and own the run-of-show and work closely with logistical support personnel on event planning and execution
- Collaborate with sales to generate revenue opportunities
- Track metrics, prepare reports and analyze success of events

QUALIFICATIONS

- Bachelor’s degree in marketing or related field
- 2-3 years of experience in an events, marketing or related field
- Skilled in project management
- Excellent organization skills
- A knack for problem solving

- Able to meet tight deadlines and execute flawlessly on projects in a fast-paced, often pressured environment and see a project through to completion
- Excellent verbal and written communication skills (writing samples required, ideally examples of events you have produced)

ADDITIONAL NOTES

Last Updated By:	Jonathan Packer	Date:	3/17/2021
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