



Cypress Grove

Job Description

Revised Date: December 2019
Job Title: **Marketing Manager- Events**
Classification: Salaried/Exempt
Reports To: Marketing Director
Core Hours: Monday through Friday from 8:30am to 5:00pm (excluding travel days)

Summary: The Events Marketing Manager researches, presents recommendations, and actively manages all ongoing and periodic marketing events, including trade shows, partnerships and consumer facing company events. This role partners with internally and externally with clients, vendors and sales representatives in addition to managing programming needs to ensure deadlines are met. Key person leverages soft skills to negotiate participation and enthusiasm.

This position is based in the Arcata CA headquarters office and approximately 40% domestic travel is required.

Essential Duties

The essential duties of this position include, but are not limited to:

Event Planning 40%

- Strategize, and manage an annual schedule of events, ensuring participation of internal and external partners.
- Develop annual budgets and manage events/shows to stay on budget
- Leverage relationships with event representatives and service providers to negotiate premium services and pricing.
- Direct and schedule outsourced Cypress Grove representative(s) for event activities.

Event Management 40%

- Plan and manage all consumer and industry trade shows and events from application, through execution, coordinating collateral, supplies, and participants.
- Plan and manage large company driven events (ie: open houses/tours, pop-up stores).
- Present headquarters and field workshops, facilitate presentations and trainings.
- Coordinate campaigns for consumer and trade programs.
- Attend events, shows, and additional campaigns acting as the on-site point person and coordinator for Cypress Grove staff and partners, managing all problem resolution to ensure a positive outcome.
- Maintain written procedures for all Cypress Grove event and program execution.

Collateral Management**10%**

- Manage and coordinate branded booth designs for all event and company function needs and creatively consider branded swag items to leverage at company events.
- Manage storage, inventory, and distribution of collateral.
- Comprehensive support of key marketing media.
- Partner with design staff to create effective marketing collateral for our brand.

Analysis and Reporting**10%**

- Identify and track event/program and industry trends.
- Track event key performance indicators (KPIs) and return on investment (ROI).
- At the conclusion of each event or program and on a quarterly and annual basis, present analytics and recommendations for future strategies.

Expectations

All Cypress Grove team members are required to perform their duties with the following expectations in mind:

- Work together toward common goals and values including ethics, judgement, professionalism, adaptability, and dependability.
- Perform all work in compliance with applicable quality and safety measures.
- Take responsibility for learning the skills necessary to do your job.
- Communicate any lack of understanding or confusion to address training needs.
- Communicate effectively and positively with supervisors and coworkers.
- Work efficiently at all times, and fulfill management expectations.

Work Environment

The conditions in the Cypress Grove headquarters office is typical to those encountered in corporate offices. On the production floor the environment may at times be hotter or colder, wetter, and more humid than is typical in an average working environment.

Physical Demands

The demands described here are representative of those typically encountered.

- Remain stationary for long periods of time at a workstation desk, or in an upright position at a trade show or event (may exceed 8 hours), operating a computer keyboard, mouse, and other standard office equipment.
- Navigate to and move about inside Cypress Grove headquarters and client properties. This may require ground or air transportation domestically and internationally.
- Communicate over the phone and in writing through resources such as mail, email, instant message, text, etc.

- Position self to properly complete the task at hand. This may involve turning all or parts of the body, or bending downward in order to place or reach an object at a lower level.
- Extend above the shoulder in order to place or retrieve objects.
- Ability to grasp, raise, lower and/or move objects of various sizes and weights:
 - Individually regularly manipulate objects weighing up to 20lbs
 - Occasionally with assistance manipulate objects weighing up to 30lbs.

Skills/Experience

Minimum of 3 years experience in marketing, sales, or business.

Minimum of 3 years experience with event management or similar skillset

Prefer bachelor's degree in Marketing, Business or related field, and experience with consumer goods or brands.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities at any time, with or without notice. Reasonable accommodations may be made for individuals with disabilities.