



Digital Marketing and Events Manager

At Engaged HR, the Digital Marketing and Events Manager is a foundational team member who contributes to our collective success by taking responsibility for the promotion of our brand, our client work and our business. This position is focused on a high level of output and accountability while offering latitude for creativity, fun and passion about the work we do.

General Duties and Responsibilities

Marketing

- Develops, implements, and maintains digital marketing campaigns, including blogs, newsletters, and related social media postings.
- Designs creative and effective visual marketing and copy materials for use in multiple media platforms, including online and print media to support our brand.
- Maintains Engaged HR's graphic assets (visual identity and branding, media assets, etc.).
- Manages all social media campaigns for Engaged HR and monitors social media to maintain a high-level of engagement.
- Leverages social media to promote active recruitments for our clients.
- Grows our web site traffic and email lists, including the design and implementation of autoresponders, list segmentation and email campaigns.
- Manages our marketing calendar, ensuring all marketing materials are aligned with current and upcoming initiatives.
- Manages Engaged HR's client touch processes such as Christmas cards, referral flowers, and evaluation surveys.
- Works closely with our team to ensure marketing and communication materials are cohesive and contribute to our brand.
- Develops visually appealing and user-friendly MS Office templates and provides support to internal teams.
- Collects, summarizes, and analyzes market information and campaign performance, including tracking and reporting on key metrics and ROI on marketing initiatives.
- Stays current with marketing trends and innovations.
- Identifies and leverages new marketing opportunities.

Event Management (online and in-person)

- Promotes, organizes, and supports internal and external events.
- Communicates with external providers and negotiates payment and services.

- Manages all event logistics such as registration, ticketing, and payments.
- Develops and manages event assets such as banners, handouts, cards, etc.
- Sources event speakers, sponsors and volunteers.
- Develops, implements and executes event marketing strategy.
- Collects, collates, and reports on post-event feedback.
- Manages Engaged HR's participation at networking events, trade shows, conferences, and other events.
- Identifies new event opportunities.

Speaker Promotion

- Prepares speaker sheets and media kit materials.
- Responds to RFPs for speaking proposals.
- Actively pursues keynote speaking opportunities.
- Manages all logistics associated with speaking engagements
- Creates visually appealing presentations and handouts for speaking events.

Qualifications:

- Relevant education (e.g. business, event planning, marketing) and a minimum of 5 years of relevant experience in an office setting, including experience with marketing tasks and event planning.
- You are computer savvy and have intermediate level knowledge with Microsoft Office as well as other online tools such as MailChimp, Eventbrite and WordPress.
- You are proficient with one or more image editing applications and have a good understanding of different media platforms' graphical requirements.
- You describe yourself as being professional, confident, resourceful, and you are exceptionally organized, detail-oriented, self-motivated, and client-focused.
- You have a ton of positive energy and a desire to get things done while also helping others.
- You are highly adaptive and have a love for variety. You consistently look for ways to get more done in less time.
- You can juggle many tasks, take initiative and still stay on top of everything; in fact, you are always one step ahead.
- You are a critical thinker with strong written and verbal communications skills.
- You're dedicated to doing a great job, and like to laugh, have fun, and to work in partnership with your team!