



## COMMUNICATIONS AND EVENTS PROJECT MANAGER

**We are looking for a passionate project manager who has a knack for writing and is a rockstar at promoting successful events and public outreach. The ideal candidate can dive into any industry category with a will-do/want-to attitude to help our clients achieve the most exposure and engagement possible. We cover it all from health, finance, and real estate to economic development, hospitality, and transportation. We are do-gooders and so are our clients. If there is a fire in your belly to market and promote and you have the experience to back it, please submit a cover letter and resume.**

### **Candidate must be/have:**

- Exemplary organization and communication skills
- Excellent follow-through and implementation skills
- Understanding of marketing tactics and how they can benefit client campaigns
- Self-starter, autonomous
- A team player attitude
- Polished writing and content skills
- Understanding of event management and public outreach

### **Summary of Responsibilities:**

The Communications and Events Project Manager will help develop and implement comprehensive marketing plans that integrate and communicate all print, web, media, and event efforts of agency client brands and special events to increase consumer engagement. Ideal candidate will ensure seamless execution and workflow coordination for marketing campaigns, creative requests, and additional cross-functional projects.

The Communications and Events Project Manager will help with client campaigns with all marketing aspects of clients' public relations, social media, and marketing content including, but not limited to, creating, and writing news releases, crafting unique pitches, and monitoring media coverage. It also includes the coordination of marketing content for websites, newsletters, marketing materials, proposals,

blogs, social media posts, and coordination of all aspects of client branding through logo use and copywriting guidelines for marketing materials.

This role interacts with the agency Marketing Operations Manager, Marketing and Events Specialist and Creative Director to ensure campaign milestones and deadlines are met.

### **Communication Functions:**

- Coordinates marketing campaigns for multiple projects with accounts.
- Maintains necessary workflow to meet schedules, timelines, and deliverables for projects with these accounts.
- Coordinates content collection, copywriting, editing and working with the company's designer to create with unique themes for each client. This position is generally tasked with the entire creative and content process for clients.
- Provides final review and editing of copy for all created marketing materials.
- Supports content and proposal layouts to request for proposals and requests for qualifications and final review of request for proposals and requests for qualifications.
- Maintains an up-to-date understanding of client industry jargon, statistics, current events, and trends to generate original and creative works based on the client's individualized needs. Industry categories may include, but are not limited to hospitality, commercial and residential real estate, financial, health and human services, and transportation.
- Prepare performance data analytics on a weekly basis, identify trends, and research content opportunities.
- Contributes to team think tank sessions for client brand strategies, PR and advertising strategies and promotional ideas.
- Coordinates with Creative Director to ensure consistency, attention-grabbing content and visual excellence for client materials and ads.
- Cultivates and maintains agency relationships with media both traditional and new media by positioning clients as credible sources in their respective industry through local, regional, and national marketing; developing strategies to engage with the media to be responsive for media coverage; and writing pitches and press releases to support client positioning as an expert for campaign at hand.
- Engages in community outreach at client outreach events, utilizing the creative marketing content created for the client to educate attendees about the client's unique products, services, and promotions when needed by outreach team.

- Maintains Brown Marketing Strategies' reputation with clients and vendors in an upbeat, friendly, customer service driven attitude.
- This position requires occasional weekend and evening work as necessitated by our business needs or our clients' business needs.

### **Project Management Functions:**

- Coordinate designated client campaign tasks, projects, and campaigns within the team, ensuring they are up to date daily and that all changes/updates are tracked.
- Facilitate planning meetings, ongoing status meetings, and final handoff of all marketing assets.
- Build partnerships and strong relationships across departments to accomplish campaign scopes of work.
- Maintain a master calendar of all marketing tactics for client campaigns.
- Track required delivery dates of campaign components (e.g., targeting definitions, creative elements, client approvals, etc.).
- Oversee deliverables for accuracy and functionality.
- Flag any missing components that jeopardize launch dates, and work with the appropriate contacts to track down the missing components.
- Collect and assemble campaign results and data for analysis.
- Track campaign budgets
- Participate in developing marketing strategies and ideas to support client campaigns.

### **Other Functions:**

- Other assigned duties as assigned.

### **Skills:**

- Excellent, imaginative writing and speaking skills, communication, and interpersonal skills, organized, deadline-oriented, creative, and the ability to work as a team, be flexible and have a positive outlook. Strong desire to learn processes and technologies.

**Required Experience:**

- Proficient in Microsoft Word, Excel, and PowerPoint software.
- Experience utilizing Basecamp or other project management software.
- Familiarity with social media platforms such as Facebook, Twitter, Instagram, Snap Chat, TikTok, Pinterest, LinkedIn, and any new social media platforms.
- Familiarity with survey data analysis using tools such as survey monkey, constant contact, etc.

**Preferred experience:**

Experience using WordPress or other web-based, CMS software, and Adobe InDesign preferred.

Experience using Google Analytics or other web-based analytics software.

**Educational requirements:**

A 4-year College Degree in marketing, communications, journalism, or another related field strongly preferred. A minimum of 4 years' experience in communications, and journalism, and marketing.

**Job Type: Full-time**

This position reports to the Marketing of Operations Director and will need to collaborate across the Marketing, Media, Digital, Public Relations, Social Media, and Events departments.