



Title: Marketing Manager
Supervisor(s): Director, SEM&I
Department/Client Team: Owned Assets
Location: Plano, Texas
FLSA Status: Exempt

JOB OBJECTIVE:

This position serves as a member of the Owned Assets Team within the SEM&I Business Unit. The Marketing Manager will manage the marketing of the events in the portfolio. This includes strategic direction, execution and analysis. The Marketing Manager's goal is to drive attendance at the events by promoting the value of participation.

DUTIES & RESPONSIBILITIES:

Responsibilities for this position include but are not limited to:

- Market multiple annual trade shows in portfolio through strategic, multichannel marketing plan
- Create and maintain marketing production schedules
- Execute all initiatives on time and under budget
- Work closely with design team to create conceptually accurate campaigns for events
- Write compelling content for all marketing pieces
- Manage social media accounts and websites
- Work to improve quantity/quality of data
- Closely monitor response rates to marketing efforts and adjust as needed
- Track and report on ROI on event marketing and promotion activities
- Work with registration department to create online registration forms on deadline
- Manage creation of all onsite marketing materials
- Create and maintain media relationships
- Maintain all industry lists
- Fulfill marketing-related sponsorship items
- Maintain attendee database
- Write e-mail copy, distribute e-mail blasts and monitor returns
- Write press releases
- Understand industry
- Create and analyze attendee surveys
- Assist with other projects as needed

- Function as an integral part of the team, performing other duties as required

JOB REQUIREMENTS:

- Degree required
- Excellent written and oral communication skills
- Strong customer service skills
- Working knowledge of marketing tools including but not limited to
 - Email service provider
 - Design programs (e.g., Adobe Creative Suite)
 - Html
 - Microsoft products (Word, Excel, etc.)
- Must have strong organizational and multi-project management skills
- Travel to various shows as requested

Candidates must be authorized to work in the United States for any employer without sponsorship.

Interested candidates should include their salary history with cover letter and resume and send to nicole.buraglio@mci-group.com with the position title in the subject line.

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