



Title: Event Marketing Manager

Date: May 2020

Department: Marketing and Communications

Reports To: Director of Marketing and Communications

MISSION

Can Do Multiple Sclerosis transforms lives! We deliver health and wellness education programs on exercise, nutrition, symptom management, and motivation to help families with MS thrive.

POSITION SUMMARY

This position supports strategy development and maintains oversight of the tactical implementation of event and campaign marketing activities and communications. These include SKI for MS, Man of the Cliff, KickMS, MS Global, Can Do Month, Alpen Wine Fest, and other special initiatives. Primary focus will be on content development, dissemination, and management of communication channels, including printed collateral, email, social media, and website, with the goal of increasing awareness, participation, fundraising, and revenue. The person in this position should be a creative, out-of-the-box and resourceful thinker and doer and a team player with well-honed partnership-building skills.

RESPONSIBILITIES

Social Media – 30%

1. Manage social media accounts for SKI for MS, Man of the Cliff, and other event accounts, creating content that builds audiences, generates engagement, and moves users to fundraise or register
- Work with Content Marketing Manager to manage Can Do MS social media accounts for social event campaigns, including Can Do Month, My Support Hero, and other special initiatives
- Coordinate with the Content Marketing Manager to develop a social content calendar for MS Global, Alpen Wine Fest, and other third-party events – ensuring sponsor fulfillment and appropriate targeting
- Strategize, execute, and manage a variety of client Facebook ad campaigns from conception to creative to execution to analysis
- Reach out, respond to, and support KickMS fundraisers (including Facebook birthday fundraisers) who are using social media to streamline donations
- Coordinate with the Content Marketing Manager to develop social media strategies that promote event awareness and engagement on a timely and targeted basis

Content Marketing – 30%

- Work with Content Marketing Manager and Event Manager to develop event content strategy and objectives; spearhead initiatives to meet objectives based on project needs, timeline, budget, participant advocacy, and more
- Plan, produce, and oversee execution of event marketing content – including videos, email posters, ads, website updates, and email campaigns.
- Coordinate with the Content Marketing Manager to use contact management system (Constant Contact, Team Raiser, etc.) to create and send event emails, newsletters, etc.
- Responsible for ongoing content optimization of event websites, landing pages, Team Raiser platforms, and social media event pages
- Works with the Events Manager and Content Marketing Manager to develop, edit, and/or update sponsorship decks for corporate and pharma partnerships
- Designs, edits, or updates flyers and/or brochures, event posters, fundraising toolkits, and other collateral as needed

Outreach – 30%

- Coordinate dissemination of print and digital ads with media outlets – such as town banners, newspaper ads, web ads, and poster distribution
- Develop materials to deliver the organization's messages to the public and the media (media kits, press releases, blog articles, etc.)
- Serve as an on-site liaison with vendors and contractors for event-related marketing matters (press, photographers, videographers, sponsors, etc.)
- Identify and spearhead new outreach opportunities with local organizations, small businesses, online influencers, and media outlets
- Develop and maintain successful relationships with relevant media outlets and journalists
- Travel 5-7 times a year to attend fundraising events and manage on-site marketing activation

Administration – 10%

- Ensure sponsor fulfillment, track metrics and KPIs, and develop slide decks for reporting and reconciliation
- Track, analyze, and report on event marketing KPIs, making recommendations to adjust strategy and tactics to increase effectiveness
- Meet regularly with Event Manager to assess goals and objectives and adjust marketing event support needs
- Participate in budget development and support budget management by tracking, handling, and reconciling invoices and purchases for event marketing expenses (merchandise, poster orders, photographer invoices, etc.)

QUALIFICATIONS

- Bachelor's Degree in Marketing, Communications, Journalism or a related field
- Five years of communications or marketing experience as it relates to this position
- Three years of experience with email marketing and software (Constant Contact, Mailchimp, etc.)
- Three years of experience of social media content creation and strategy
- Two years of experience with paid social media advertising
- Proficiency with Adobe Illustrator, InDesign, and Photoshop
- Experience using website content management tools
- Experience using digital analytics and KPIs to drive the business, Google Analytics preferred
- Strong knowledge of Associated Press (AP) style guidelines
- Previous work in fundraising preferred
- Previous experience with Blackbaud preferred
- Excellent writer and editor with great attention to detail
- A resourceful self-starter who is detail-oriented comfortable taking ownership of high visibility, multi-faceted communications projects with ambiguity and moving targets
- A big-picture thinker who is quick to understand how various initiatives fit into a larger strategy
- Strong creative energy and a flexible, proactive approach to problem-solving
- Proven ability to work successfully independently and within teams
- Strong organizational skills with ability to manage multiple tasks, prioritize, and meet deadlines

WORK ENVIRONMENT

- Exposure to a normal office environment, with occasional outside travel.

TO APPLY

Send a cover letter and resume to Alisa Santiesteban, alisa@CanDo-MS.org. Subject line: *Event Marketing Manager*. Incomplete submissions will not be considered.