



## **JOB DESCRIPTION**

### **BOSTON CONVENTION MARKETING CENTER**

The Boston Convention Marketing Center (BCMC) is a joint effort of the Greater Boston Convention & Visitors Bureau (GBCVB) and the Massachusetts Convention Center Authority (MCCA) to market and sell the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, and The Lawn on D.

**TITLE OF POSITION:** Marketing Events & Communications Manager

**REPORTS TO:** Vice President, Marketing & Creative Services

#### **POSITION SUMMARY:**

The Marketing Events & Communications Manager is responsible for overseeing the Signature Boston trade show and events program in support of the sales and marketing of the Boston Convention & Exhibition Center (BCEC), the Hynes Convention Center (Hynes) and The Lawn On D. This person will coordinate with the sales team to identify trade show and industry events to attend and will manage the team's participation. This person will produce impactful events to facilitate face-to-face communications with clients. He or she will collaborate with industry partners who join us at events, and oversee the work of vendors who support our trade show and event programs. This individual must have strong time management skills and be able to manage and prioritize multiple projects at the same time. This position requires an individual with excellent communications skills, who will serve as a professional representative of Boston at the industry events which he/she attends.

#### **PRIMARY DUTIES:**

- Collaborate with marketing and sales to develop strategic plans and effective campaigns as they relate to BCMC trade shows and events
- Maintain the Signature Boston trade show and events calendar. Evaluate current shows/events to determine ongoing levels of participation. Identify new opportunities to reach prospective Boston customers



- Coordinate the physical show/event presence for the Boston team including all booth and/or event logistics. Meet early show deadlines wherever possible to take advantage of cost savings
- Train team members in proper booth etiquette, setting up show expectations and distributing booth assignments
- Attend trade shows/events and provide on-site assistance
- Oversee the development and fulfillment of the Signature Boston trade show lead generation campaigns
- Oversee post-show/event follow-up including entering leads into the CRM database, completing fulfillment of promotional programs and tracking the success of associated marketing initiatives
- Organize customer events in support of the BCMC's attendance at industry trade shows and events
- Organize customer events associated with sales missions, site visits, and Customer Advisory Group (CAG) meetings
- Support the marketing programs used to drive attendance to customer events
- Coordinate with both the marketing and sales teams on invitation distribution and RSVP response efforts
- Oversee the procurement of branded promotional products to support trade shows, client events, sales missions, customer advisory group meetings, and other interactions between the sales managers and their clients
- Manage trade show and event budgets

**PREREQUISITES:**

The ideal candidate will possess a bachelor's degree from a four-year College or University in marketing, communications, hospitality management, or related field. He or she must be proficient with Microsoft Office products (Word, Excel, PowerPoint), and have familiarity with the Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat). He or she must be a self-motivated, hard worker with the ability to manage schedules and frequent deadlines. Qualified candidates should have a minimum of 5-7 years of related industry experience. Travel is required for this position.