

Last Revised: 5-2-16**Position Title:** Marketing Events Coordinator**Job Code:****Position Reports to:** Director of Marketing**Salary Grade:** Marketing I**FLSA Status:** Exempt

Major Role

Responsible for planning, execution and coordination for all marketing events attended and/or sponsored by the company. Coordinate logistics and deliverables for trade shows and events, including booking event space, preparing display materials, arranging workshops and/or sponsorships, ordering samples and literature, and scheduling and tracking attendance. Will assist with additional marketing events, including social media, sales supported events and the Brand Ambassador program. Reports to the Director of Marketing.

Responsibilities

- Work with vendors to ensure timely and cost-effective event execution.
- Assist in creation and distribution of pre-show and post-show communication.
- Internal pre-planning and inspection of booth materials in advance of shipping to show site.
- Coordinate shipping of booth, show materials and samples with operations to ensure timely arrival.
- Travel to and support on-site execution and manage key shows and events, including installation and dismantle.
- Plan and execute show workshops and classes. Work with designers to coordinate projects and products used and work with vendor partners to secure supporting materials.
- Track and reconcile expenses for each event. Ensure payment of all show invoices.
- Responsible for tracking inventory and displays.
- Research industry events and make recommendations for relevant opportunities where appropriate.
- Maintain event schedule for all upcoming tradeshow, consumer shows, conventions and partner events.
- Monitor success and results of each event.
- Ensure all tradeshow and events are successful from beginning to end.
- Responsible for maintaining show equipment and booths in operating condition and inspecting upon return.
- Facilitate programs, sponsorships and partnerships. Seek relevant vendor partners and establish collaboration for key events.
- Source products from key vendor partners as needed to support consumer marketing programs, including workshops, social media promotions, design team, etc.
- Manage sample budget for marketing team, keeping sample inventory stocked and pulling sample inventory as needed. Ship out samples for social media promotions, consumer events, etc.
- Understand current trends and consumer shopping behaviors.
- Assist with marketing projects.
- Perform other duties as assigned, as well as duties that are unique and/or specific to assigned department.

Key Performance Indicators

- Successful event execution within established budget
- Ability to maintain all show materials and show budget
- Feedback from customers and sales team
- All activities promote American Tombow mission and principles

Qualifications

Education and Experience:

- Bachelor's degree in Marketing or related field or equivalent experience
- 1-2 years of consumer products marketing / product management experience
- Knowledge of Craft & Art channels preferred

Business Systems Knowledge:

- Microsoft Office applications (Word, Excel, PowerPoint, Outlook, Access)
- Working knowledge of Adobe PhotoShop and Illustrator

Key Competencies:

- Interpersonal and communication skills
- Ability to establish priorities as required to accomplish required tasks
- Natural enthusiasm and energy for consumer product marketing
- Sense of urgency and responding promptly to requests
- Creative thinking skills
- Ability to collaborate and function in a team environment
- Ability to travel as required to support and participate in trade shows and customer shows

Work Environment

Work is typically performed in a standard office setting working at a desk or table on a level surface. Domestic travel required to attend trade shows and consumer events. May be required to work more hours than normal during a regular workweek depending on workload and deadline requirements.

Position Specifications

Direct Reports:	None
Line Manager:	Director of Marketing
Department:	Marketing
Date Posted:	5-2-16