



JOB DESCRIPTION – Marketing & Events Specialist

<u>Position Title</u>	Marketing & Events Specialist
<u>Senior Leadership Team Leader:</u>	EVP, Business Development
<u>Team Leader:</u>	Director of Marketing
<u>Location:</u>	Exton, PA
<u>Job Status:</u>	Non-Exempt
<u>Supervisory Responsibilities:</u>	N/A
<u>Objective of the Position:</u>	The primary objective of this position is to add new business to World Travel, Inc.'s clientele.
<u>Job Summary:</u>	The Marketing & Events Specialist reports to the Director of Marketing. Ideal candidate is a self-starter with exceptional communication, time management, and organizational skills. Candidate will be responsible for digital marketing as well as global industry events.
<u>Essential Functions:</u>	<p>The duties and responsibilities for this role include, but are not limited to, the following:</p> <p><b>Marketing:</b></p> <ul style="list-style-type: none"> <li>◦ Assist with marketing campaigns: creative design, implementation, follow up, tracking and analysis</li> <li>◦ Develop and design marketing materials including brochures, direct mail pieces, emails, presentations, webinars, sales ideas, etc.</li> <li>◦ Maintain corporate branding and templates through website, landing pages, event branding, etc.</li> </ul> <p><b>Events</b></p> <ul style="list-style-type: none"> <li>◦ Responsible for the strategy and execution for large corporate events, smaller special events and industry tradeshows</li> <li>◦ Responsible for planning the event including but not limited to budgeting; trade show booth design and set-up; scheduling; staffing; collateral and giveaways;</li> </ul>



	<p>catering; vendor relations; venue selection; and shipping.</p> <ul style="list-style-type: none"> <li>◦ Own all aspects of our annual conference including logistics, production and driving attendance</li> <li>◦ Plan, develop, and execute global event marketing strategy to support the larger team goals</li> <li>◦ Responsible for measuring and reporting on the effectiveness of events, including leads and other metrics.</li> <li>◦ Work to identify new, strategic event opportunities and evaluate those on our current list</li> </ul> <p><b>Additional responsibilities:</b></p> <ul style="list-style-type: none"> <li>◦ Follow World Travel, Inc. procedures, guidelines, and standards in areas of customer service, management information systems, productivity, attendance, and accuracy of work.</li> <li>◦ Work closely and collaborate with all departments</li> <li>◦ Remain knowledgeable and up-to-date on changes and developments in the field of corporate travel management.</li> <li>◦ Perform other duties as assigned.</li> </ul>
<p><u>Time Spent Performing Essential Functions (Generally):</u></p>	<p>Marketing &amp; Sales tasks and related work = 100%</p>
<p><u>Areas of Accountability</u></p>	<p>The Marketing &amp; Events Specialist is accountable for:</p> <ol style="list-style-type: none"> <li>(1) Connecting with audiences in relevant, meaningful, interesting ways.</li> <li>(2) Preparing all written and digital proposal and marketing material in a timely and accurate fashion; all work product should be complete and without significant error.</li> <li>(3) Participating fully as a team member to assist as needed in completing all functions relating to sales and marketing.</li> <li>(4) Maintaining the company brand, marketing materials and communications.</li> <li>(5) Maintaining a favorable working relationship with all other company Team Members to foster and promote a cooperative and harmonious working climate which will be</li> </ol>



	conducive to maximum employee morale, productivity and efficiency/effectiveness.
<u>Knowledge and Skill Requirements:</u>	<ul style="list-style-type: none"> <li>◦ Exceptional organizational and time management skills with a rigorous attention to detail</li> <li>◦ Extroverted, self-motivated and resilient with strong problem-solving skills</li> <li>◦ Ability to handle high pressure situations with confidence in a fast-paced environment</li> <li>◦ Experience with Photoshop, InDesign and other graphics management tools</li> <li>◦ Experience with marketing automation required. (Preferred experience with HubSpot)</li> </ul>
<u>Education and Work Experience:</u>	<ul style="list-style-type: none"> <li>◦ Bachelor's Degree, preferably in Marketing, PR or Communications</li> <li>◦ At least 3+ years of professional experience managing events and/or corporate marketing</li> <li>◦ Proven graphic design experience</li> <li>◦ Solid understanding of essential elements of marketing (branding, planning, messaging development, PR, web, social, sales support, print and digital advertising, direct mail, video, etc.)</li> <li>◦ Ability to work well under pressure and manage competing priorities</li> </ul>
<u>Physical Demands:</u>	<p>The physical demands described herein are representative of those that must be met by an associate to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>Individuals are required to sit for extended periods of time, e.g., an 8-hour shift with appropriate break periods. Individuals must be seated at a desk with a dual-monitor computer and telephone. Individuals are required to answer the telephone and type on the computer's keyboard. Headsets for the telephone are available. Individuals are required to reach above shoulder height, below the waist, and lift items as required to file documents or store materials in a drawer or overhead bin throughout the day. Proper lifting techniques are required.</p>



	<p>Individuals may be required to travel beyond their home office to prospective customer meeting locations as required.</p> <p>To maneuver around the office, individuals are required to walk on a level surface, periodically and as necessary, throughout the day.</p>
<u>Work Environment:</u>	<p>The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p>
<u>Working Conditions Schedule:</u>	<ul style="list-style-type: none"><li>◦ Full time, Monday-Friday, 40+ hours per week.</li><li>◦ Willingness to travel up to 20%</li></ul>
	<p><b><i>This document describes typical duties and responsibilities and is not intended to limit management from assigning other work as is reasonable.</i></b></p>