

VigiLanz®

Title: Marketing Events Manager

Department: Marketing

Location: Remote, USA

Job Description:

The Marketing Event Manager will be responsible for coordinating and supporting the execution of both in-person and digital marketing and customer success events. This role will manage all aspects of the event lifecycle including planning, research, budgeting, project management, sponsorships, content development, travel logistics, event execution, troubleshooting, post-event activities and follow-up, including reporting and analysis.

Major Duties and Responsibilities

- Manages the development and execution of VigiLanz marketing and customer success events.
- Manages all aspects of pre-event program needs including but not limited to vendor selection and management, budget development and approvals, event registration and sponsorship selections, venue selection and management, event content and creative design and production, and promotion/demand generation.
- Manages all aspects of on-site event execution, requiring periodic travel to in-person events.
- Manages all post-event activities including development and execution of follow-up plans for event attendees, uploading and tracking leads, wrap-up reports etc.
- Building and maintaining strong, positive working relationships with both internal and external stakeholders in order to execute event-related marketing activities across disciplines
- Timely and professional communication of project status and updates, and prompt notification of any required adjustments, or concerns regarding timing, budgets, and other event details

Education / Qualification Requirements:

- 3-5 years of event management experience in both in-person and digital event environments; general marketing and communications background in healthcare IT industry a plus
- Outstanding verbal and written communication skills, as well as a demonstrated ability to work confidently and respectfully at all levels of an organization, both internally and externally
- High level of creativity, energy, drive, enthusiasm and commitment
- Excellent organizational, project management and administrative skills with an outstanding attention to detail and a focus on results

- Works well independently and in team setting, with a demonstrated history of building collaborative, lasting relationships that deliver business results
- Experience in working in a virtual team environment
- Willingness to adapt to a high-pressured, fast-moving and challenging environment as work requires
- Proficient in a variety of applications (Webinar platforms, Excel, Word, Outlook), and the ability to pick up new applications and processes quickly

Submit resume to:
Human Resources
pprideaux@vigilanzcorp.com