JOB TITLE: Specialist, Brand and Events

DIVISION: Comms and Marketing

SUMMARY: The Brand and Events Specialist will help deliver world-class events that will increase our brand awareness. In this position, s/he is responsible for the overall promotion and management of logistical and event tasks associated with ABET conferences, seminars, and meetings. This includes budgeting, contracting, site selection & recommendations, and onsite logistical support. Responsible for maintaining close working relationships with all ABET departments for their specific meetings/events. This person will be a brand ambassador whose main role is to ensure that every ABET event exudes the ABET brand and values.

This role actively drives the timelines and necessary planning activities, manages the scheduling and task assignments, and acts as the focal point for communications involving all events. The successful candidate will work collaboratively with key stakeholders to determine goals and objectives for each event, suggest appropriate tactics to support these goals, measure and report on the success of each event and continuously improve and refine our processes for event management.

The Brand and Events Specialist reports directly to the Senior Director, Global Communications and Marketing.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Create and/or refresh relevant, timely messages to differentiate ABET events and help shape all communications, ensuring consistent brand experience.
- Working with the Communications and Marketing (MarCom) team, lead the execution of events from concept to implementation.
- Create and manage project timelines; ensure deliverables and milestones are met and act as the primary point of contact for these events.
- Develop and manage annual event budget.
- Schedule meetings, assign actions, summarize status and create presentations outlining progress for all projects.
- Support goals and strategy for events, applying proven marketing tactics and exploring creative new methods to engage prospects and customers (social media, etc.)
- Manage RFPs; negotiate vendor contracts, venue section, event theme development, cost negotiations, and related travel arrangements.
- Negotiate and/or contract hotel rates for accreditation visit teams.
- Provide on-site support during internal and external events, managing room blocks and catering orders. On-site duties include ensuring proper set-up and signage, registration coordination, AV testing, speaker management, time management, etc.
- Build, maintain and communicate master event calendar.
- Provide guidance and training to staff in advance of event.
- Execute debrief following every event to collect feedback, ideas for improvement, and goals for future events.
- Partner with extended MarCom team to create pre- and post-event awareness communications using marketing automation tools, website, etc.
- Collaborate with extended MarCom team to analyze and report on event metrics, including new lead generation and customer engagement.
- Work with corporate partners to execute joint events, seminars, sponsorships and other co-marketing programs.
- Consistently drive process improvement, streamlining and optimizing the event planning and evaluation process.

SUPERVISORY RESPONSIBILITIES: NONE

ABET IS AN EQUAL OPPORTUNITY EMPLOYER
QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The required skills listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION and/or EXPERIENCE:
• Bachelor’s degree in marketing, communications, hospitality management or other relevant discipline
• 3-5 years of full-cycle event management experience, from large to small scale events.
• Experience using social media vehicles a plus (twitter, blogging, etc.)
Experience with CVent and MailChimp is a plus

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:
• Demonstrated success in event and project management
• Strong organization, prioritization, and multi-tasking skills
• Highly collaborative approach and demonstrated ability to work in cross-functional teams
• Ability and desire to work and thrive in a fast-paced environment—under pressure, tight deadlines, and limited supervision
• Proven ability to manage multiple priorities and projects, demonstrated decision-making skills
• Must have a “can-do” attitude and be flexible and responsive in a dynamic environment
• Must have excellent work ethic, exceptional judgment, and unquestionable integrity
• Highly attentive and sensitive to the customer experience, both domestic and international
• Proficient in PowerPoint, Word, Excel, and project management tools
• Ability to analyze key metrics and interpret them into actionable data points
• Ability to travel (up to 20%) and work flexible hours, including some w

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand; sit; reach with hands and arms; and stoop, kneel, or crouch.
Occasional travel including overnight stays may be required.
The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually quiet.