



## **Marketing & Social Media Manager**

Vision Event Management (VEM) is full service event management company specializing in fitness events. VEM manages and owns events ranging from 200 person 5K's to 20,000 person half marathons. In 2010, VEM managed over 20 events that served over 100,000 participants in 7 States.

Vision Event Management is looking for a fun, active and web savvy person to join our team as Marketing & Social Media Manager. The Marketing Manager will work closely with the team to develop and implement marketing and social media plans and programs for all Vision Event Management events. The ideal candidate will have excellent communication and organization skills to be able to manage numerous projects with competing deadlines. A strong self-starter with creativity and imagination will thrive in this position.

### **Job Responsibilities:**

#### Marketing

- Develop and implement a comprehensive marketing plan to include social media, (Facebook, Twitter, and YouTube) print and online advertising (runners world, running calendars, google, Active.com, etc) and grass roots campaigns (distribution of application, training runs, promotional codes, etc). These plans are to be accompanied by a method of tracking and reporting.
- Work closely with VEM designer of all event-related marketing materials and campaigns
- Create, manage and implement all email marketing campaigns
- Expand and maintain customer email database
- Write and distribute regularly scheduled online newsletters
- Develop new partnerships and maintaining strong industry relationships
- Oversee and manage VEM Marketing Team, which includes staffing of expos and distribution of marketing materials.
- Develop and implement all marketing and advertising projects
- Social Media
  - Develop and implement comprehensive social media marketing plan
  - Manage and update Facebook pages and websites
  - Develop and promote video clips
  - Develop and implement website and social media campaigns
  - Enhance social media outlets and opportunities to maintain communication and build fan base
  - Develop new partnerships to increase traffic
  - Plan & implement monthly social media calendar
  - Track and analyze website and social media performance

### **Required Knowledge/Skills/Job Qualifications:**

- Bachelor's degree
- A minimum 2-3 years marketing & social media experience
- Strong interest in fitness events, sports and marketing
- Proficiency with Microsoft Word, Excel, PowerPoint
- Experience with Photoshop, Illustrator, Google Analytics, Content Management Programs and Email Marketing Software (i.e. Constant Contact)
- Self-motivated and confident in making sound business decisions
- Successful with outlining, managing and performing in multi-tasking environment

- Work creatively with limited resources
- Experience with tight deadlines for managing projects
- Creative problem solving
- Team-oriented with positive attitude
- Excellent verbal and written skills
- Ability to build strong relationships with outside partners and possess strong negotiating skills
- Demonstrated sound organizational and coordination skills
- Proven job reliability, diligence, dedication and attention to detail
- Ability to travel and work weekends

For more information, visit our website at [www.VisionEventManagement.com](http://www.VisionEventManagement.com). To apply, please send your cover letter and resume to Chad Antcliff at [Chad@VisionEventManagement.com](mailto:Chad@VisionEventManagement.com) or by fax to (317) 245-2463.