



Event Marketing Administrator
Traverse Connect

Traverse Connect is a regional economic development organization charged with creating and implementing a clear and comprehensive economic development strategy for the Grand Traverse region. Its mission is to advance the economic vitality of the Grand Traverse Region through the growth of family-sustaining careers. Traverse Connect drives economic development efforts, oversees business development initiatives, and works with partner organizations across the region on significant community initiatives.

Traverse Connect is currently seeking an Event Marketing Administrator. This position supports the Director of Events and Programs and the Investor Relations team at Traverse Connect.

For a full job description and list of primary responsibilities and desirable traits and characteristics, please review the attached job posting.

Currently, Traverse Connect offers its team a hybrid work schedule requiring no less than two and a half days in the office each week. Traverse Connect offers competitive benefits that include a 401K plan, health, vision and dental insurance and paid time off for personal use in addition to major holidays. Salary for this position is \$45,000/year.

Applicants should send the following documents by email to jobsearch@traverseconnect.com:

- Cover letter
- Resume

Deadline for applicants is 5:00 p.m., April 7, 2023. All correspondence will be considered confidential.



POSITION DESCRIPTION

TITLE OF POSITION: Event Marketing Administrator

REPORTS TO: Chief of Staff

FLSA STATUS: Full-time, Non-Exempt Salary

BASIC FUNCTION

The Event Marketing Administrator primary role is to assist the Director of Events & Programs in planning and executing events. This position will work with the Director of Marketing & Communications to create and distribute all event marketing material. In addition, the Event Marketing Administrator will assist the Investor Relations team up to 15 hours per week on tasks relating to managing and creating reports via Traverse Connect's customer relations management software (CRM), creating social media posts and updating website investor advertising.

MAJOR RESPONSIBILITIES

Include but not limited to the following:

Event Marketing Responsibilities

- Working within Asana project management software to manage all events and programs with team
- Understand requirements for each event with big picture mindset
- Managing the Traverse City Young Professionals (TCYP) and helping the current chair grow and expand their events & programs
- Assist in planning events with attention to financial and time constraints
- Vendor management with RFP's, communication and relationship building
- Create and update event web page including detailed information, sponsorship information, inputting final attendee guest list, follow up event surveys, etc.
- Complete final checks at the day of the event (e.g. tables, technology) to ensure everything meets standards
- Oversee event happenings and act quickly to resolve problems
- Evaluate event's success and submit reports
- Event sponsorship support including collecting and placing digital logos with hyperlinks on all marketing material
- Create and produce event graphics, signage, programs and other digital and printed items for events in alignment with brand guidelines
- Posts events on ChamberMaster (CRM), Facebook, and LinkedIn with approved graphics, descriptions, sponsor information, and links
- Coordinate sponsorship information with the Communications and Strategic Project Administrator to ensure accuracy and benefit fulfillment on the Traverse Connect website, The Connection, and Traverse Connect social media
- Produces sponsorship fulfillment reports with analytics from social media and the Traverse Connect website



Investor Relations Responsibilities

- Social Media: New Investor social posts
- Website: Update or add scrolling banner ads
- ChamberMaster (CRM):
 - o Quarterly audit member marketing priority placement levels
 - o Record referrals and run referral reports as needed
 - o Create and email quarterly investor benefit reports
 - o Quarterly content update emails to network and executive members
 - o Approve job posts and new events
 - o Email growth barometer survey via ChamberMaster to all
 - o Update MIC page

QUALIFICATIONS

The professional who serves as the Event Marketing Administrator must satisfy the criteria listed below. These skills are general in nature and therefore not inclusive of all attributes.

Ideally, the Event Marketing Administrator should:

- Demonstrate experience in organizing events
- Demonstrate fluency in using social media networks
- Demonstrate experience in vendor management
- Possess competency in Microsoft Office
- Possess competency in Adobe Creative Cloud programs, including Illustrator
- Experience in Asana or other project management software
- Ability to work after hours (5 – 7 PM) 25% of the time, and before hours (7 AM) 10% of the time. No holidays or weekends required.

Personal Characteristics

- Detail-oriented
- Highly organized
- Self-manage and problem solve independently
- Comfortable working in fast paced environment
- Positive and team-oriented individual
- Ability to work on multiple projects, meet deadlines, organize, and prioritize assignments

Physical Demands and Working Conditions

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. While performing the duties of this job, the employee is regularly required to talk and hear. This position is very active and is frequently required to stand, walk, use hands to finger, handle or feel, and reach with hands and arms. The employee will frequently lift and move items up to 25 pounds.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.