

## Senior Events Marketing Specialist

### Description

ThoughtExchange is the world's most trusted AI engagement and experience platform for leaders who drive change and alignment. We support a diverse range of clients from top school districts across North America to Fortune 500 companies and Public Sector innovators. We're also winners of Quartz's Best Companies for Remote Workers and Canada's Top Growing Companies. Join us on our journey to accelerate change for good through inclusive problem-solving! We are on the hunt for a Senior Events Marketing Specialist who thrives on the logistics of events marketing but also brings strategic chops and creativity to event planning. If you're a collaborative team player with a knack for managing complex deliverables, timelines, budgets, and post-event lead follow-up, we want to hear from you! Your superpowers are building strong relationships and having an eagle eye for detail. You'll collaborate with event organizers to ensure that ThoughtExchange's brand, product, and executive team shine, generating significant positive exposure and leads in return for our investment. You'll also work across departments to provide the support and resources needed to meet all event deliverables and achieve timely objectives. Reporting directly to the Field Marketing Manager, the Senior Events Marketing Specialist will develop and execute all virtual and in-person third-party event sponsorship opportunities and ThoughtExchange-owned events. If you're ready to dive into the exciting world of events marketing with us, let's make some magic happen!

**What You'll Do:**

- Develop and implement an annual event strategy aligned with ThoughtExchange's marketing and business objectives
- Plan and manage a diverse range of events, including conferences, trade shows, and ThoughtExchange-owned virtual events and webinars
- Manage the event budget. Track expenses and ROI for each event. Prepare and present post-event reports, highlighting successes, and areas for improvement
- Source, negotiate, and manage relationships with vendors, venues, and suppliers. Coordinate logistics such as sending swag, booth kits, signage, and audio-visual equipment
- Collaborate with the Field Marketing Managers and wider marketing team to create promotional campaigns for marquee events. Collaborate with the creative team to design and produce marketing materials and collateral
- Collaborate with the marketing, product, sales, and leadership teams to develop compelling event presentations, keynotes, and content
- Implement strategies to capture and qualify leads generated from events. Ensure attendees are added to Salesforce database. Set pipeline objectives and ensure proper follow-up with leads post-event in collaboration with Field Marketers and the Sales team
- Research use cases per market and ensure collateral and messaging are available
- Support our Anti-Racism and Diversity, Equity and Inclusion (ADEI) mandate by (at a minimum) being aware of our ADEI commitment and initiatives and completing all required ADEI training

**What We Think Is True About You:**

- 5 years of experience planning and executing in-person events
- Meticulous attention to detail and superb organization skills
- Problem solver who takes ownership to get things done and asks for help when needed
- Strong collaborator and enjoys working with people across the company
- Comfortable with change and ambiguity
- Proven ability to manage multiple events at once, ensuring timely and high-quality completion of all tasks and logistics
- Excellent written & verbal communication skills
- Eye for creativity and a willingness to test new ideas and learn from failures to improve future outcomes
- Experience using event or project management Software (we use Monday.com)
- Able to travel to events if needed (1-3 times per year)

**Nice to Have:** B2B SaaS Experience, Experience planning and executing virtual events, Experience with Salesforce

The hiring range for this role is \$74,500 – 82,500 CAD. Your specific compensation within this range is determined based on your job-related skills, knowledge, experience, and our internal equity

### Hiring organization

ThoughtExchange

### Job Location

Remote in Canada

### Base Salary

\$ 65000 - \$ 110000

### Date posted

June 5, 2024

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assessment. Flexible Close Date: June 13th, 2024 This is a flexible close date and may be extended. If you don't see yourself fully reflected in every job requirement listed on the posting above, we still encourage you to reach out, apply and tell us more about yourself in your application. Research has shown that women and underrepresented groups often only apply when they feel 100% qualified. We are committed to creating a more equitable, inclusive and diverse company and we strongly encourage applicants of all genders, ages, ethnicities, cultures, abilities, sexual orientations, and life experiences to apply. ThoughtExchange welcomes applications from people with disabilities. Support is available upon request for candidates taking part in all aspects of the selection process. Finally, we know from time to time, emergencies happen, and you may need to reschedule an interview – we understand and encourage you to be in communication without worrying about losing the opportunity or your credibility. What we offer: ThoughtExchange wants to ensure our people are heard, supported, and cared for so we invest in our employees. We're continuously asking our employees what they need to ensure we're supporting their successes in the workplace and in life. We are proud to offer our employees the following: Benefits & Well-Being: From day one, you'll receive a benefits package focused on health & wellness that includes a generous time off policy, flexible extended benefits plan options and company-wide Mental Health days off scheduled through the year. Our benefits package also includes maternity & parental leave top-up programs and access to Maple, Inklebot, and Headspace which support our employees' primary care, mental health, and wellness needs. Flexibility: We've been remote-first for over ten years. We're contribution-focused, and we operate on mutual trust because we need you to feel empowered to be your best self. You know the circumstances in which you excel where you work and how you structure your day. Ownership: In addition to competitive pay and benefits, employees receive share options when joining the company. Additional options are awarded throughout your ThoughtExchange career based on ongoing contributions to the company. Culture: We walk the walk when it comes to our product, and we make sure no important decisions are made without including our employees' perspectives. We value and prioritize everyone's voice, so we use our anonymous, anti-bias platform to make sure people are comfortable sharing their real thoughts and feedback. Compensation: We want you to do your best work, and part of that is being happy with your compensation. We pay fairly, taking into account all the complexities of market rates, experience, location, and demand. We believe in pay transparency and pay equity. Connection: In addition to remote hubs of employees across Canada & the US and offices in Rossland & Vancouver, we get together once a year as a company in some pretty cool locations. We also connect virtually as a company on a monthly basis and celebrate one another in our #gratitude Slack channel. Growth: You'll have the opportunity to join regular Anti-racism, Diversity, Equity & Inclusion (ADEI) and Learning & Development sessions. You also have access to an annual Professional Development stipend & Company Coach to ensure you can grow in your role & advance your career. Please mention the word **\*\*HOSPITABLE\*\*** and tag RMzQuMTQ1LjI0MC4xMDY= when applying to show you read the job post completely (#RMzQuMTQ1LjI0MC4xMDY=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

## Contacts

Job listing via RemoteOK.com