



Fresh Eyes • Fresh Ideas • Fresh Results

POSITION: Email Marketing & Special Projects Coordinator

Vision Event Management (VEM) is a full service event management company specializing in fitness events. VEM manages and owns events ranging from 5K's to marathons, fun runs, health awareness, and even obstacle course runs. Since 2006, VEM has managed over 100's of events that have served over 940,381 participants in all 50 States and several countries. VEM strives to be the best event management company in the United States, producing the highest quality events that not only set the standard for event production, but also set the trend for the industry.

Vision Event Management is looking for a fun, active, technically savvy and creative minded individual to join our team as the Email Marketing & Special Projects Coordinator. The Email Marketing & Special Projects Coordinator will work closely with the team to develop and implement comprehensive email communication plans for 10+ events, manage clients and execute a wide array of sponsorship and partnership agreements. The ideal candidate will have excellent written and verbal communication skills, the organization skills to be able to manage numerous projects with competing deadlines. A strong self-starter with creativity, imagination and technical aptitude will thrive in this position. This is an in office position (not remote) and involves occasional week night and weekend work.

Job Responsibilities

Marketing:

- Help develop and implement a comprehensive email marketing plan to include:
 - Email Marketing:
 - Develop email marketing campaign(s)
 - Track utilizing VEM Global Email Calendar
 - Develop participant messaging email campaign(s)
 - Creating weekly write-up content for virtual events
 - Logistics Emails
- Website content management
 - Maintain and build website content (race content and blog creation) – MMM & VEM
 - Create Descriptive language for all race property websites
 - Collaborate with web development team on website design – MMM & VEM
- Work closely with VEM designers on all event-related email marketing materials and campaigns
- Develop a comprehensive CRM utilization program for all events
- Research new marketing avenues
- Maintain relationships with current advertisers, sponsors, and charity partners
- Contribute to the brand development of both individual races and the VEM organization as a whole
- Attend event expos to promote current events
- Facilitate and execute all event day assignments
- Facilitate and execute packet pick up
- Make sure all events are listed on running calendars locally, regionally and nationally
- Create graphics to utilize in emails as well as shared social media
- Create event route maps
- Facilitate participant referral program
- Work on other special projects as assigned

Marketing Sponsorships/Partners:

- Maintain strong relationships with current sponsors, partners, media, charity partners and running clubs

- Serve as the main email marketing liaison to sponsors and charity partners for numerous events
 - Provide organization and leadership during meeting with sponsors, partners, media, charity partners, and running clubs
 - Fulfill all elements outlined in sponsorship, partner, media, charity partner, and running club agreements

Client Relations:

- Work with 2-3 clients on a daily basis. Communication will include, but is not limited to, the following areas:
 - Overall email marketing plan creation and implementation
 - Coordinate Virtual Race Bag fulfillment
 - Contact sponsors
- Prompt response to client requests is a top priority
- Multiple deadlines must be managed while keeping all projects moving forward

Vendor Communication:

- Act as the liaison and the main point of contact with the printer and graphic designers
- Provide clear and effective communication with all vendors
- Prompt response to vendor needs and requests is a top priority
- Multiple deadlines must be managed while keeping all projects moving forward

Event / Warehouse:

- Assist in the staging, loading, driving, and unloading of event trucks
- Assist with the reset of warehouse post event
- Maintain merchandise inventory
- Assist in the set-up, production, and tear down of events
- Assist with route notifications and other event related tasks

Required Knowledge/Skills/Job Qualifications:

- Bachelor's degree
- Must have a minimum of 2-3 years email marketing & event management experience
- Traditional marketing experience
- Interest in fitness events, sports and marketing
- Provide strong leadership in multiple different settings
- Proficiency with, but not limited to: Microsoft Word, Excel, PowerPoint, WordPress Content Management System, Google Forms, Facebook, Instagram, Snapchat, Canva, Buffer, Stripo, Constant Contact, Survey Monkey
- 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
- Sound organizational and coordination skills
- Proven job reliability, diligence, dedication and attention to detail
- Ability to travel and work weekends
- Ability to lift heavy boxes and equipment
- Ability to drive up to 26' box trucks
- Must have a clean driving record
- Must be willing to submit to a background check and drug screen

Salary negotiable and commensurate with experience. Medical, Dental & Vision Insurance available at 50% cost share.

For more information, visit our website at VisionEventManagement.com. To apply, please send your cover letter and resume to Sherry Shuler at Sherry@VisionEventManagement.com