

Job title:	Trade Show / Event Coordinator
Department:	Marketing
FLSA:	Exempt
Location:	Fort Lauderdale, FL or Pearland, TX or Calgary, AB

JOB DESCRIPTION

Reports to: Marketing Director

Job purpose:

Hands on coordination for the planning, execution, and measurement of Network Innovations attendance at tradeshow. The planning and execution of customer events promoting Network Innovations' long/short term strategic and operational objectives.

Duties and responsibilities:

- Tactical execution of global marketing/event plans for NI global offices supporting Land, Maritime, and Aero divisions
- Research, plan, and execute global tradeshow/event schedules forecasting vertical/regional spend summaries, tracking expenses and reporting on post event metrics
- Assist in developing focused market penetration strategies utilizing CRM and database marketing
- Execute partnership marketing programs including promotions, sponsorship, co-op and development funding
- Handle all marketing collateral demands and distribution,
- Technical and business writing, contributor publishing Land, Government, Maritime and Aero PR, quarterly newsletters, web content, technical collateral, and sales communications
- Respond to executive requests for additional information or special analysis.

Qualifications:

- Experience with global Trade show/Event Management
- BS/BA Degree required, 5+ years marketing experience, telecommunications, technology background preferred
- Proficiency with Microsoft office, Adobe Creative Suites, publishing, outlook, and email distribution programs
- Creative skills and collateral development including copy writing, web content, photography, video, graphic and visual design
- Experience and willingness to learn and work with all levels of multi-national company
- Ability to multi-task, prioritize and manage deadlines
- Self-motivated, high-energy, results oriented with an open, positive attitude quickly adapting to team and individual dynamics
- Travel 33-50% of the time with extended absences seasonally.
- Must be able to attain a valid passport.
- A willingness to embrace and live the core values of Network Innovations.

Direct reports:

- Self-managed role integrating activities with world-wide sales, operational, finance, and technical teams

Working conditions:

The position is based in a professional office working a 40-hour week with overtime, weekend and evening hours as required to support special project/event activities. The position requires occasions in the field working outdoors and at third party locations. The position regularly requires the use of standard office equipment, specialty digital imaging/video equipment, custom software/systems, and the need to learn new technologies. Travel required.

Physical requirements:

Position requires ability to stand for extended periods, lift up to 50lbs. and reach overhead. Ability to travel.

Disclaimer Statement: This job description lists the essential functions of the position and is not intended to include every job duty and responsibility specific to a position. An employee may be required to perform other related duties not listed above provided that such duties are characteristic of that classification.