



Marketing & Communications Account Manager

Who We Are

Tradeshow Logic is a full-service show management and event solutions company that helps associations create more buyer-seller connections, increase marketing & engagement, reduce the cost of participation, and elevate the experience for all stakeholders. Tradeshow Logic exists to give our clients the courage to make bold decisions and drive strategic change to amplify the value of in-person, hybrid and virtual events. We offer a full suite of services including total event management, insights & data analytics, exhibitor sales & sponsorship, vendor strategy, event operations & logistics, audience acquisition & marketing, and customer care.

Our Culture Code

Tradeshow Logic's culture is driven by a shared passion to be proactive change agents. We are not bound by the way things have always been done; we are driven by how to do them better. Those who join Tradeshow Logic understand, believe in, and value our mission and our culture – and they seek to protect it.

- **Honest & Transparent** – We are a tightly bonded team anchored by passion, empowerment and collaboration. We share ideas, give feedback graciously and accept failure as the cost of innovation.
- **A Group of Over Achievers** – When we go in, we go ALL in. We just can't help ourselves. We always over-deliver. Always.
- **Customer-Centric to the Core** – Our company is nimble and flexible and therefore supremely skilled at accommodating our clients. We give them what they want and help them do the same with their own customers.
- **Our People = Our Strength** – Tradeshow Logic is full of innovative, creative, resourceful thinkers who have a reputation for helping clients imagine and execute new solutions to overcome challenges and grow event success.
- **Remote Office Environment** – We attract such wonderful talent, partially because of the flexibility of our work environment and our commitment to work-life balance. Since everyone works remotely, our employees thrive on being trusted and empowered to make a difference. They appreciate their flexibility and in return give willingly to clients 100% of the time.
- **Diversity & Inclusion** – At Tradeshow Logic, people come first. As an organization, we are committed to equitable inclusion and the value of diverse perspectives and

experiences. To encourage and empower our team to perform at the highest level, and with unwavering commitment to our mission, we foster and promote an accepting and tolerant environment for everyone in the Tradeshow Logic family.

Your Role at Tradeshow Logic – Position Overview

The **Marketing & Communications Account Manager** plays an important and visible role as part of each Tradeshow Logic client team to execute marketing strategy and tactics that achieve audience engagement objectives, exhibit and sponsorship sales goals, and event attendance expectations. This role reports to the Marketing Director and is responsible for the day-to-day client relationship, leading marketing meetings and managing the implementation of tactics on the marketing calendar.

This client-facing position requires communication and collaboration across stakeholders in all Tradeshow Logic business units (i.e., show producer/client lead, sales, exhibit management, sponsor fulfillment, social media, etc.). This role will support the Marketing Director by coordinating and managing project details for a team of designers, team members and supporting vendors. Marketing responsibilities extend to both exhibitor and attendee audiences and will support multiple events/clients simultaneously.

Responsibilities of Marketing & Communications Account Manager

- Account Management / Project Management
 - Establish and follow timelines, deadlines, production/promotion schedules.
 - Lead marketing conversations on regularly scheduled client calls (manage timeline, to-do list in Basecamp, prepare reports and updates, identify gaps/hurdles/inconsistencies and resolve with group).
 - Disseminate content across all marketing channels including but not limited to email, digital, print, web.
- Content Development
 - Work with Marketing Director to build strategic roadmap for prospect attendees, registered attendees, prospect exhibitors and confirmed exhibitors before, during and after the event (as applicable).
 - Coordinate and contribute to copy development and execution for all types of attendee and exhibitor marketing including: emails, websites, collateral, personal communications, advertising, trade media/industry outlets, newsletters, direct mail, apps, onsite tools, etc.
 - Work closely with Social Media Manager to manage content and calendar.
- Vendor Management
 - Manage external resources as necessary to complete various design services including but not limited to print, digital, web, email, social media, video.

Requirements

- Bachelor's degree in marketing, communications or related field.

- 5-7 years of experience executing strategic marketing campaigns with specific experience supporting B2B events and tradeshows.
- Exceptional interpersonal skills with the ability to work effectively with individuals and groups at all organization levels.
- Excellent project management skills – ability to prioritize tasks, manage resources, and juggle a busy workflow to meet tight deadlines.
- Experience using Basecamp or equivalent project management software.
- Experience with CRM systems and email marketing (HubSpot, Constant Contact) and ability to leverage them fully to ensure appropriate messaging targeting.
- Experience managing outside vendors.
- Willingness and flexibility to quickly and frequently adapt to changing business needs and deadlines including shifting responsibilities across clients and/or internal departments.
- Self-disciplined to work independently and as part of a remote team.
- Able to travel to client events and work as part of onsite show team.

Who exceeds in this role?

Success in this role will be determined by client satisfaction and the level of engagement generated to achieve established revenue and/or attendance goals. A top performer in the Marketing & Communications Account Manager position will have these skills and characteristics:

Collaborative: Work independently as well as cooperatively within the marketing team, across other Tradeshow Logic teams, and with client teams.

Leadership: Must be comfortable owning project plan, delegating tasks/assigning projects and managing workflow with internal team and outside vendors.

Time Management / Project Management: Keen ability to manage multiple projects and overlapping deadlines daily, and easily adapt to shifting priorities and last-minute client requests.

Attention to Detail: Must be incredibly organized and meticulously focused on details. Able to establish efficient process for moving projects from concept to completion.

Creative: Must have an eye for detail but also be able to see the big picture and understand how all the pieces fit together.

Communication: Must possess excellent written and verbal communication skills to convey ideas and information clearly to a variety of stakeholders inside Tradeshow Logic and throughout a client's organization.

Content Development / Copywriting: Must be able to understand the “WHY” and help prepare words that clearly articulate a value proposition. Excellent writing skills are needed to provide succinct messaging with clear call to action that drives engagement and outcomes.

Inquisitive: Must be passionate about events and want to help make them successful. Willing to take on new challenges, learn new things and keep up with the latest trends and technology.

Self Sufficient & Responsible: Must be able to self-manage and work autonomously in a 100% remote environment.

Please email a resume and a brief cover letter to mrowe@tradeshowlogic.com explaining why you're interested in working at Tradeshow Logic.

COVID-19 Guidelines

The Tradeshow Logic team attends our clients’ events in a myriad of public facilities and venues with a wide variety of rules and regulations as it pertains to COVID-19. Should you need to attend an event, you’ll be asked to abide by the vaccine mandates set forth by our clients and the facilities/venues in which their events are hosted. Tradeshow Logic expects there to be no impediment for you to directly engage with a client or to enter a facility to successfully perform the responsibilities of this job.

Equal Opportunity Employer

Tradeshow Logic is an equal opportunity employer that is committed to inclusion and diversity. We take affirmative action to ensure equal opportunity for all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or other legally protected characteristics.

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