



Marketing Director / Sales Enablement

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 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 Director** plays an important and visible role as part of each Tradeshow Logic client team to build and execute a strategic marketing plan that achieves audience engagement objectives, exhibit and sponsorship sales goals, and event attendance expectations.

From developing a strategic plan and defining value propositions for each audience segment to overseeing project planning and account management to leading copywriting and design executions, this client-facing position requires communication and collaboration across stakeholders in all Tradeshow Logic business units (i.e., marketing, show producer/client lead, sales, exhibit management, sponsor fulfillment, social media, etc.), outside vendors and contractors, and our clients' organizations.

This role is responsible for nurturing client relationships and will have daily interaction with client teams and internal sales teams. As the owner of marketing objectives and executions across multiple events and varied industries simultaneously, the Marketing Director will report to the VP of Marketing & Communications and will collaborate with and supervise marketing & communications account managers, web developers, graphic designers, copywriters and other industry contractors.

Responsibilities of Marketing Director

- Facilitate strategic conversations with key stakeholders to identify audience segments, value propositions, messaging framework and engagement opportunities.
- Develop strategic marketing plans by working closely with clients, managers, creatives, content providers, and distribution partners to increase sales revenue and grow audience participation.
- Create foundational language that defines value propositions and offers compelling, succinct messaging with clear call to action triggers that drive engagement and outcomes.
- Manage a team of marketing and communications professionals and external vendors to ensure tasks are completed on time and according to Tradeshow Logic standards and expectations (i.e. Account Manager, Social Media Manager, Graphic Designer, Web Developer).
- Oversee content development and visual design and make recommendations for corrections or improvements to ensure materials are consistent with the organization's brand.
- Evaluate analytics and apply insights to improve process and outcome.
- Manage marketing budgets and tracks expenses to ensure financial integrity of the marketing program.
- Support list development and help manage process to ensure data quality and integrity.

Requirements

- Bachelor's degree in marketing, communications or related field.
- 8-10+ years of experience as a strategic thinker AND doer with proven content development skills, specifically supporting B2B events/tradeshows.
- 3-5+ years managing a creative team and coordinating workflow to execute strategic marketing campaigns.
- Experience with CRM systems and email marketing (HubSpot, Constant Contact) and ability to leverage them fully to ensure appropriate messaging targeting.
- Experience using Basecamp or equivalent project management software.
- Excellent project management skills - ability to manage and execute multiple projects simultaneously under tight deadlines.
- Exceptionally creative promotional writing skills across a variety of platforms.
- Excellent team building and interpersonal skills.
- 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?

The ideal candidate will have extensive marketing experience and comprehensive knowledge of branding and content development. This person will be comfortable “wearing many hats” including initiating day-to-day client interaction and leading a team of writers, designers, account managers, etc.

This person must be a curious, results-oriented problem-solver who thrives in a fast-paced, high-growth organization. This position requires a collaborative, roll-up-your-sleeves approach to getting things done. If you are driven to deliver solutions that make a difference and are interested in pushing boundaries of traditional event marketing, then you'll enjoy the opportunities that come with this role.

Success in this role will be determined by client satisfaction and by achieving established revenue and/or attendance goals. A top performer in the Marketing Director position will have these skills and characteristics:

Strategic Thinking: Strategic thinker AND executor capable of developing strategic marketing plans and defining unique value propositions for various audience segments across multiple industries.

Inquisitive: Must be passionate about events and want to help show owners and association leaders excel. Willing to take on new challenges, learn new things and keep up with the latest trends and technology.

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

Leadership: Able to deliver marketing experiences above and beyond the status quo and inspire others to do the same.

Collaborative: Work both independently and collaboratively with a team of reports as well as coworkers and client teams.

Management: Manage internal and external teams and stakeholders to execute projects according to deadlines and objectives.

Communication: Must possess excellent written and verbal communication skills to convey ideas and information clearly to individuals and groups at all levels.

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

Attention to Detail: Must be incredibly organized and meticulously focused on details. Able to establish and implement standard operating procedures that move projects from concept to completion.

Analytical Skills: Should always be striving to learn from results; Able to evaluate the success of marketing campaigns, derive insights and recommend improvement.

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.

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.

Updated 5/26/23