



Impact Point Group, located in Denver, CO was founded in 2007 and is a proud certified woman-owned business. We are a boutique consulting firm focused on blending the art of innovative, creative thinking and design with the science of strategic planning and measurement to help our clients implement events that deliver business impact and audience delight. We provide event strategy, program design/management, speaker strategy/management, measurement consulting and facilitation services to Fortune 500 executive teams.

Senior Event Strategist

As a senior member of our strategy team, you'll be working directly with clients to define and implement a comprehensive events strategy. You'll feel right at home leveraging your visionary leadership and wizard-like PowerPoint skills to shepherd multiple simultaneous client projects from proposal to delivery. Combining your experience implementing experiential marketing programs in an agency environment with your understanding of digital, social, mobile marketing technologies, you will help us define and consult on creative, impactful events. If you have a passion for corporate events and marketing strategy along with the drive to grow into a practice director, let's talk!

Spend your days:

- Leading multiple client event projects and nurturing relationships with your client stakeholders
- Conducting strategic client planning activities to help define their vision, mission and goals
- Developing, presenting and implementing comprehensive engagement strategies for digital, in-person and hybrid events
- Identifying metrics and KPIs based on client input, event industry and measurement best practices
- Collaborating with your fellow client service team members to research, create and present strategy deliverables—research reports, creative briefs, impact reports and event concept presentations
- Collaborating with your client's creative, technology and production teams to achieve the stated KPIs
- Fostering a culture of lifelong learning and continuous improvement

Show us your:

- Minimum 10 years of experience creating and implementing experiential marketing programs, preferably in an agency environment
- Bachelor's degree in Marketing, Communications, Journalism, Business or related field
- Proven track record of delivering on multiple critical projects with a bunch of moving parts, people and locations—inspirational leader with a focus on outcomes
- Demonstrated knowledge of corporate event portfolio strategy, corporate marketing, experiential design, measurement and impact reporting
- Deep understanding of digital, social and mobile marketing technologies, strategies and tactics
- Intellectual agility—you have the ability to focus on both the big picture and manage the details
- Executive presence with exceptional personal, written and presentation skills and comfort making presentations to senior level executives—respectfully assertive, thoughtful and resourceful
- Highly proficient with MS Office, Google Workspace—you are a PowerPoint master!
- Confidence to tackle challenges and difficult conversations head-on
- Ability to juggle multiple competing priorities, magically keeping all the plates spinning!
- Availability for about 20% travel to client sites

Working with us you'll enjoy:

- Starting target salary for this position would range between \$110-120k base. All interested applicants are

- encouraged to apply—starting salary will be commensurate with experience level.
- This position is eligible to participate in our annual Incentive Compensation Plan
 - Comprehensive benefits package inclusive of:
 - Medical, Dental & Vision Insurance
 - Included Basic Life & Basic AD&D benefit
 - Voluntary options for Life, AD&D, STD & LTD
 - Tax savings accounts (FSA & HSA)
 - Employee Assistance Program
 - 401(k) retirement plan
 - Paid Vacation & Sick Leave – Accrues based on years of service starting with 14 days per year up to 24 days per year
 - Seven (7) paid holidays + paid office closure between Christmas & New Years Day
 - The opportunity to help build an award-winning, innovative and profitable workplace
 - A driven and committed team of seasoned pros to hang out with

AimHire is assisting Impact Point Group in hiring a talented individual to join their team! Please send your resume to us directly at resumes@aimhirenashville.com or monahernandez@aimhirenashville.com for this opportunity..