



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.

Event Marketing Specialist

As the newest member of our team, you will play a supporting role in keeping our fast-moving team of event strategists on track! Your experience as an Account Manager in a digital or experiential marketing agency has exposed you to project management and refined your organization and problem-solving skills. You are technologically savvy, can track metrics using various programs, and have built exceptional PowerPoint decks! You are superb at project management and can keep your team on track. If you are ready to jump into the corporate experiential marketing space with a firm focused on innovation and strategic planning, let's talk!

Spend your days:

- Supporting your team in creating, implementing and measuring client event strategy and experiential marketing programs
- Project managing client projects and accounts
- Leveraging Asana to keep your team on the same page
- Conducting research and competitive analyses to identify trends and challenges in digital marketing and experiential programs
- Tracking client event metrics and KPIs
- Creating and refining marketing and business development collateral—research reports, proposals and presentations
- Creating efficiencies and evolving our project management systems and processes
- Jumping when needed for project management support or responding to a client call when your account team is tied up
- Leveling up your skills so that you can grow as the company grows
- Contributing to the strategy development by synthesizing information, contributing new insights, and highlighting ways we can go above and beyond in our client relationships

Show us your:

- Minimum of 3 years of experience in marketing or event management
- Bachelor's degree in Marketing, Communications, Journalism, Business or related field
- Technically savvy with strong MS Office, Google skills—and you LOVE PowerPoint!
- Brilliantly organized, resourceful, and self-directed—you can juggle competing priorities and jump in where needed
- Natural problem solver with the ability to work on multiple projects in a fast-paced, deadline-driven environment and remain calm
- Exceptional communication skills, both verbal and written—proofreading everything that goes out
- Familiarity with Asana or other project management apps
- Friendly, outgoing, engaging personality—you genuinely enjoy helping people
- Ability to travel up to 20% of the time to client events

Working with us you'll enjoy:

- Starting target salary for this position would range between \$63-\$70 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.