

Marketing Assistant

Summary: The Marketing Assistant position is an entry level role, where you will be responsible for creating and supporting the development and distribution of marketing materials for IBC conferences. This role supports the Marketing Managers and Sr. Marketing Managers and reports to the Marketing Director.

Location

- Westborough, MA

Job Responsibilities

- Close out the month's conferences on a regularly basis, (1) check if all delegates are assigned to the right mailing with the correct label code; if not, correct as appropriate (2) check if all mailing activities have costs and on desk dates and are finalized; If not remind the responsible Marketing Manager to enter the missing information (3) run final KPI, datasheet, summary media mix reports and save in a central folder. Perform delegate analysis on seniority, job function, industry type and geographic analysis
- Assist with divisional media partner agreement fulfillment.
- Write 10-15 weekly updates that are posted on IBC's LinkedIn, Twitter and Facebook pages
Search social media sites for opportunities that could grow attendees or sales leads
- Write, compile edits and distribute emails with the goal of creating sales leads for the IBC sales representatives.
- Create conference prospectus' (to be distributed electronically) that effectively sell the conference.
- Assist sales representatives; book on-site meetings for top clients.
- Manage the top-client web pages hosted on IBCLifeSciences.com
- Manage email and mail deliverables for exhibit and sponsor clients
- Ensure relevant brochures are shipped to internal and external events with proper label codes affixed
- Maintain the PDF IBC conference calendar monthly
- Post IBC events on calendar listing sites
- Write, compile edits and send a monthly email highlighting upcoming IBC events, speaker interviews, etc.
- Offer suggestions to continuously improve performance, save time, optimize workflow, teamwork and organization

Qualifications

- Bachelor degree in Marketing, Communications or Business preferred.
- Strong math skills
- Detail-oriented, highly organized, can-do attitude and thrives in a deadline-focused work environment.
- Be able to meet deadlines for all tasks and successfully manage delays.
- Prioritize workload and pro-actively feedback on progress
- Give feedback to other colleagues and team members in a constructive and positive manner, maintain a positive and professional relationship to team members and other departments
- Actively work as a team and keep team members and manager informed about your work
- Have a positive manner, act ethically and promote the good name and professionalism of IBC

Please send resume and cover letter to GreatPeople@iirusa.com.