Marketing Events & Content Specialist

Position Summary

The Events & Content Marketing Specialist is responsible for planning, executing, and promoting customer, partner, and industry events that strengthen brand awareness, customer engagement, and business growth. Reporting to the Vice President of Marketing, this role serves as a key project manager across the marketing organization, ensuring successful execution of conferences, trade shows, customer events, webinars, and strategic marketing initiatives. A major focus of the position will be supporting and leading the ongoing planning and execution of the company's annual eLevate Customer Conference, while also managing a broader portfolio of events throughout the year.

In addition to event management, this role will create marketing content including blogs, email campaigns, customer communications, event promotions, and other content designed to engage customers, prospects, and industry partners.

The ideal candidate is highly organized, detail-oriented, and proactive, with strong project management, communication, and content creation skills.

Key Responsibilities

Event Strategy & Execution

- Lead planning, coordination, and execution of customer events, trade shows, webinars, partner events, association meetings, and industry conferences.
- Serve as a primary marketing project manager for event-related initiatives, ensuring timelines, deliverables, budgets, and stakeholder expectations are met.
- Manage event logistics including registrations, vendors, sponsorships, venues, attendee communications, materials, and onsite support.
- Collaborate with sales, product, customer success, and leadership teams to ensure events align with business objectives and customer needs.
- Develop repeatable event planning processes and best practices to improve efficiency and event outcomes.

eLevate Customer Conference

- Play a leading role in the planning, management, promotion, and execution of the annual eLevate Customer Conference.
- Coordinate event timelines, vendor relationships, attendee communications, sponsorship fulfillment, and onsite logistics.
- Partner with internal stakeholders to create an exceptional customer and partner experience.
- Track attendee engagement, feedback, and event results to identify opportunities for future improvement.

Event Marketing & Communications

- Develop and execute event marketing campaigns designed to increase attendance and engagement.
- Create promotional emails, landing pages, customer communications, presentations, event materials, and follow-up campaigns.
- Coordinate pre-event, onsite, and post-event marketing activities.
- Support sponsorship activation and partnership marketing initiatives tied to events.

Content Development

- Create and manage marketing content including blog posts, customer communications, email campaigns, newsletters, event recaps, customer success stories, and website content.
- Interview internal subject matter experts, customers, and partners to develop engaging and relevant content.
- Collaborate with the marketing team to support content initiatives that drive awareness, engagement, and lead generation.
- Ensure content aligns with brand standards and messaging strategies.

Webinar & Virtual Event Management

- Plan and execute webinars and virtual customer events.
- Coordinate promotions, registration management, attendee communications, and post-event follow-up.
- Track participation and engagement metrics to improve future programs.

Project Management & Team Collaboration

- Manage multiple projects simultaneously, ensuring deadlines, deliverables, and stakeholder expectations are met.
- Maintain project plans, event calendars, timelines, and status updates.
- Work cross-functionally with marketing, sales, customer success, product, and leadership teams.
- Serve as a reliable resource for coordinating marketing initiatives from concept through completion.

Performance Measurement & Reporting

- Track and report on event attendance, campaign performance, customer engagement, and event ROI.
- Develop post-event summaries and recommendations.
- Maintain accurate records of event budgets, vendors, sponsorships, and marketing activities.

Qualifications:

Required

- Bachelor's degree in Marketing, Communications, Event Management, Business, or a related field/experience.
- 3-5 years of experience in event marketing, project management, communications, or a related role.
- Strong project management and organizational skills.
- Excellent written and verbal communication abilities.
- Experience writing customer-facing marketing content.
- Ability to manage multiple projects and deadlines simultaneously.
- Strong attention to detail and problem-solving skills.
- Willingness to travel as needed for conferences and customer events.

Preferred

- Experience planning and executing customer conferences, trade shows, webinars, and partner events.
- Experience creating blogs, marketing emails, and customer communications.
- Familiarity with CRM, email marketing, social media, and event management platforms.
- Telecommunications, broadband, technology, or B2B marketing experience.
- Experience managing budgets, vendors, and sponsorship programs.