

Title: Events Coordinator EMEA

Job Description: Work closely with Marketing Manager EMEA and support the Lutronic Distributors in Europe, sales managers, product managers, marketing managers, other marketing staff to plan and execute every aspect of an event (choosing venues, approving menus, asset logistics, etc) and help coordinate effective tradeshows and events in Europe.

Support European Distributors

- Work with sales and marketing team to provide comprehensive tools and marketing materials at events
- Solicit feedback from team on tools, materials and campaigns to further improve, plan, implement, track and report on events to drive leads and audience awareness
- Analyze and tweak campaigns to maximize lead conversion for events

Exhibitions Coordination

- Support Marketing Manager EMEA at events, tradeshows, workshops, etc., including planning and execution stages of selecting, securing & preparing venue, booking lodging, determining & coordinating audio/visual and food & beverage requirements
- Manage timelines for design and development of booth, banners, etc with marketing leaders
- Assist with the National Sales Meeting, including determining location and all other details of the meeting
- Assist in creating and delivering advertisements, eblasts, postcards, flyers and other materials for workshops and events

Job Requirements

- Undergraduate degree in marketing or event management preferred
- Experience working with graphic designers to develop collateral materials desired
- Ability to hear the voice of the stakeholders and recommend changes to increase attendance
- Creative thinking and ability to develop unique events
- Proficiency with Adobe Creative Suite, Microsoft Office, and other software tools
- Experience with CRM
- Experience with tradeshows, workshops and other events
- Excellent communication skills with sales force, customers, and marketing team
- Proficiency in managing projects across team to deliver desired outcomes
- 25% Travel required