



# Event Marketing Project Manager Secondment

## The Company We Keep

The Company We Keep is more than just a name, we believe it defines who we are and how far we can go. We are all about people. About building an ecosystem: a group of diverse talented individuals who collaborate to create extraordinary work, sharing a common vision and goals.

Teamwork is everything to us. It takes a very special group of people to do what we do. The Company We Keep is seeking a highly motivated Project Manager for an exciting secondment opportunity with one of our clients, a leading global technology company.

## The Role We Offer

The Company We Keep seeks a skilled Project Manager to oversee the messaging and communication strategies to drive demand for our client's event series initiatives plus project manage their events. The ideal candidate will be adept at crafting compelling messaging assets, coordinating communication channels, and ensuring alignment with brand guidelines and audience preferences. This role requires excellent project management skills, attention to detail, and a proactive approach to driving communication initiatives forward:

As the Project Manager you will be responsible for ...

### Event Project Set Up:

- Establish and manage DG Slack channels for communication, review, and approvals.
- Coordinate DG Weekly Work in Progress (WIP) meetings and decks.
- Identify roles and responsibilities and liaise with owners for communication timelines.
- Set up review and approval processes for messaging assets.
- Facilitate discussions on demand gen plans and go-to-market strategies.
- Coordinate with Email lead to develop email plans and schedules.

### Event Project Management:

- Oversee the entire lifecycle of event projects from conception through execution.

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- Ensure all aspects of the event are managed timely and within budget.
- Coordinate cross-functional teams to deliver on event objectives.
- Monitor event timelines and adjust schedules as needed.

### Create and Scale Demand Generation:

- Develop comprehensive demand generation, attendee communications, and digital strategy plans for events catering to various sizes and audiences for existing and new accounts.
- Collaborate with sales and marketing leadership to design and execute results-driven audience acquisition campaigns to achieve registration and pipeline goals.
- Define and oversee the implementation of digital events, related audience acquisition, and attendee communications strategies tailored to the virtual space.
- Provide proposals outlining future audience communications program needs, including audience strategy, forecasted numbers, and digital strategy optimisations.

### Stream Project Management:

- Work closely with content teams to establish content deadlines and ensure accuracy in communications.
- Coordinate with customer marketing teams for logo approvals in external communications.
- Maintain WIP records and provide regular updates to stakeholders.

### Email:

- Working closely with the marketing operations team to manage the creation and scheduling of email communications, ensuring timely delivery of key messages.
- Coordinate with sponsors and creative teams to include sponsor logos and create visually engaging email templates.
- Ensure compliance with content deadlines and customer logo usage approvals.

### Creative Input:

- Collaborate with creative teams to develop templates suitable for registration and DG email content.
- Brainstorm innovative ways to engage audiences through imagery and content.
- Provide guidance on content and imagery requirements for email templates.

### Local Messaging:

- Stay informed about the current global messaging strategies for the event series

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- Develop messaging assets, including event taglines, value propositions, event descriptions, and internal/external versions, while ensuring alignment with brand guidelines and appropriate tone for the audience.

### Production of Assets:

- Transfer approved copy to relevant platforms and work with website/email owners to integrate into templates.
- Ensure assets are formatted correctly and meet quality standards before sharing them with leadership for review.

### Reviews, Approvals:

- Manage review and approval processes for all communication assets.
- Create threads in Slack for asset reviews and ensure feedback is addressed before final submission.
- Ensure creative assets meet diversity and representation criteria before submission for approval.

### Internal Enablement:

- Provide support for internal comms plans, including copywriting and review assistance.
- Coordinate with creative teams to produce assets for internal enablement initiatives.
- Maintain communication records in the main event channel Slack Canvas.

### Copywriting (Nice to have but not necessary):

- Write concise and engaging copy for emails, websites, and other communication assets.
- Edit copy for social media and internal communications.
- Collaborate with stakeholders to refine messaging for sales-specific communications.

## The Skills We Need

- Excellent written and verbal communication skills.
- Strong project management and organizational abilities.
- Ability to work effectively in a fast-paced, dynamic environment.
- Attention to detail and commitment to quality assurance.
- Creative thinking and problem-solving skills

## The Traits You'll Have

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- **Inquisitive**; ask thought through questions, eager to learn, research suppliers and industry trendy, curious about new ways of doing things
- **Inclusive**; build and maintain strong relationships with the team, supplier partners and clients.
- **Approachable**, a positive face of the business to suppliers and partners, in a trustworthy and helpful way.
  
- Have high standards for your quality of work and of the work of those around you.
- Great interpersonal skills as a team player.
- Communicate in a friendly, pleasant and tactful way, to influence the people around you in a positive way
- High attention to detail and accuracy in the quality of work.
- Comfortable working in a fast paced environment.
- Flexible and adaptable, comfortable in high-pressure every changing situations
- Helpful, supportive and collaborative.
- Willing to navigate a range of projects and multiple changes, with a smile.
- Be proactive and not afraid to ask questions.
- A fun loving team worker, with no ego and a **never settle** attitude.

## The Experience You'll Bring

- Proven experience in communications management, preferably in event marketing or a similar industry.
- Proficiency in Slack, Google Suite, and project management tools.
- Experience working with diverse teams and stakeholders.

If you're passionate about crafting compelling messaging and driving successful communication strategies for events and initiatives, we encourage you to apply for this exciting opportunity.

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