

## Marketing Coordinator, B2B Conferences/Tradeshows

**Company:** 1105 Media

**Location:** Falls Church, VA 22042

**Status:** Full Time, Employee

**Job Category:** Marketing/Product

**Relevant Work Experience:** 1+ to 2 Years

**Career Level:** Experienced (Non-Manager)

**Education Level:** Bachelor's Degree

### Job Description

1105 Government Information Group, a division of 1105 Media, seeks an energetic, motivated marketing coordinator to join its conference and trade show group. The person in this position will be responsible for assisting the event team and the marketing director with the successful creation, implementation and management of the marketing of the conferences and trade shows. This includes sponsor marketing as well as attendee marketing.

Specific duties include but are not limited to:

- Working with the team on the creation of brochures, postcards and other printed materials to promote the events
- Enlist help within the company when needed – editorial as well as operational
- Execution of plans that include e-mail, direct mail, print ads, and an effective website
- Execution of promotional e-mails
- Management of event websites which includes timely updating of these sites
- Assist with the management of the total registration process for the event
- Creation of effective barter – working with outside groups
- Assist the marketing team in all aspects of creating and executing a successful marketing plan for the conference series

Qualifications for this position include:

- At least 2 years of corporate event or tradeshow marketing experience
- Experienced in working with large teams
- Understanding of and experience working in the government market is a plus
- Understanding of and experience working in the technology space on events is a plus

We offer a competitive salary and a comprehensive benefits plan which includes medical/dental/vision insurance, life insurance, disability insurance, 401(k) plan, and a generous paid time off (PTO) program.

Interested candidates should send a cover letter and resume to [jobs@1105media.com](mailto:jobs@1105media.com)

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