Events/PR Manager

**Job Summary/Overview**

The Events and PR Manager works cross-functionally within the company focusing on planning and managing high-impact outreach, customer events, and partnerships in support of the company goals. This position is responsible for driving brand awareness and community involvement as well as monitoring brand consistency.

Events/Partnerships

* Support corporate communications initiatives (partnerships, events, trade shows, podiatry programs, etc.)
* Help launch our “Walk the Talk” initiative, a community-focused program to encourage volunteerism
* Deliver event and partnership programs around being active, walking, hiking, and travel that drive successful results with clear objectives, timelines and budgets
* Manage timelines and deliverables for all logistics, creative, marketing and ensure that all critical deadlines are communicated, tracked and met
* Manage on-site setup, support during key events and breakdown
* Bring event plans to consensus within marketing and externally with sales
* Continuously monitor event activity and results and make proactive course-corrections to ensure that all initiatives are performing to expectations
* Secure, coordinate and manage vendors such as venues, A/V, catering, etc.
* Deliver quality one-on-one interactions with potential customers
* Actively participate as a brand influencer
* Other projects and responsibilities may be added at the manager’s discretion

PR

* Develop an aggressive outreach program to local and national media outlets to obtain maximum press coverage
* Identify and nurture a group of influential partners who will wear and advocate for Samuel Hubbard shoes and find ways to integrate these individuals into our events footprint
* Identify content opportunities that complement and amplify our events, working with internal and external team members to produce content (incl. video, editorial, print and digital assets)
* Partner with the social marketing lead to suggest content opportunities
* Develop and publish internal monthly newsletter highlighting all event, PR, and partnership efforts and results
* Act as a point of contact for media liaison

**Job Requirements + Qualifications**

Education: Bachelor’s degree required

Minimum 5+ year experience in public relations, field marketing, partner marketing, community management, and/or lead generation marketing.

Past evidence of successfully launching community initiatives, developing partnerships and producing events.

**Other Knowledge, Skills + Abilities**

* Excellent written and verbal communications skills; adept at crafting a brand story and developing personalized pitches that resonate with editors and get coverage.
* Skilled in building and maintaining strong cross-functional working relationships
* Demonstrated ability to handle a variety of assignments simultaneously and to work under deadline pressure and extra hours if needed on assignments
* Negotiation and problem-solving skills; flexibility and adaptability
* Strong analytical skills and experience in analyzing the effectiveness of marketing programs on key metrics (ROI, customer acquisition and retention, etc.)
* Proven ability to work with Partner and Sales personnel and company executives
* Ability to adapt to a fast paced continually changing business and work environment while managing multiple priorities
* Ability to communicate with employees at all levels of the organization
* Strong project management, organization and time management skills are essential
* A demonstrated commitment to high professional ethical standards and a diverse workplace
* Must be willing to travel and work effectively from event locations
* This position reports to VP Marketing

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