



## Owner Marketing & Events Manager

**Department:** Marketing  
**Location:** Appleton, WI  
**Reports to:** SVP of Supplier Relations & Marketing

**Exemption status:** Exempt  
**Direct Reports:** Yes

### Purpose

The Owner Marketing & Events Manager will lead the marketing program strategies and manage end customer facing marketing initiatives that will allow our distributors to compete in the marketplace. Oversee the strategy of all AIA events and ensuring deadlines and budgets are adhered to.

### Responsibilities

#### Marketing Projects

- Build marketing programs and campaigns to support our AIA Distributors across different channels and segments in support of our overall strategic marketing plan
- Lead the execution of AIA's Distributor monthly marketing campaigns from start to finish via several channels including AIA's EAIA Distributor website, social media channels, online space advertising, print advertising, and direct mail
- Manage custom marketing projects, write creative briefs and timelines
- Collaborate with the User Experience Manager to develop strategy and plan to enhance and update AIA's distributor end customer facing websites
- Responsible for the project management for all tasks and departments required for execution for an annual or bi-annual product idea printed deliverable. This could also include brochures based on themes or seasonal product concepts.
- Assist with public relations efforts
- Work with the others in the marketing department, other internal departments, and external agencies and vendors
- Collaborate with Business Development Marketing Manager to develop the yearly Corporate Marketing Plan and monthly execution of initiatives.

#### Manage Marketing SOW & Budget

- Management and creation of all Project Proposals, Statement of Works (SOWs), budgetary planning, and execution for all approved SOWs

#### Planning and Execution of Events

- Consult with leadership and sales to determine objectives and requirements for events, such as meetings, conferences, and conventions
- Support and assist sales professionals in the successful execution of trade-shows on a regional basis based on strategies from the Success Management leadership
- Oversee Event Coordinator

### Qualifications

The role requires an individual who has demonstrated proficiency with the following; self-motivated, detail-oriented, ability to handle multiple projects, ability to lead by influence, ability to problem solve and bring resolution.

#### Qualifications may include:

- Experience building complex marketing programs and reporting on the results

- Exposure to digital and direct response marketing
- Competence as a creative writer with an eye for great emails and landing pages
- Strong project management skills
- Strong problem-solving ability, including metrics-driven thinking

**Education/Experience:**

- Bachelor's degree in Marketing, Communications, or Advertising required
- 7+ years of marketing leadership experience required, B2B preferred
- Team management experience required
- Promotional Product Industry Experience preferred
- Brand Management experience preferred

**Knowledge/Skills/Abilities/Competencies**

- Inquisitive and innovative approach to problem-solving
- Ability to multitask and manage multiple projects quickly and accurately
- Exceptional verbal and written communication
- Solid understanding of current digital marketing tactics and functionality
- Proficient in Adobe CC Suite: InDesign, Illustrator, Photoshop, is a plus
- Experience with Project Management is a plus
- Solid understanding of how to utilize data to make decisions

**Exemplify AIA core values - Smart, Hungry, Honest, Collaborative, and All In!****Success Measurements**

- Executing Marketing Campaigns for AIA Distributors
- Metrics will demonstrate a positive ROI for AIA distributors and AIA's brand image within the Promotional Products Industry
- Establishing and maintaining budgets for all events.

*Please note this job description is not designed to cover or contain a comprehensive listing of functions or responsibilities that are required of the employee for this job. Functions and responsibilities may change at any time with or without notice.*

**Approved by:**

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**Date Approved:**

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**Date Reviewed:**

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