

**Your Responsibilities:**

- Collaborate with brand team and other stakeholders to maintain monthly webinar calendar (topics, dates, presenters, etc.) and content calendar.
- Working with internal teams, coordinate execution of webinars, podcasts and content requests, ensuring all project deadlines are met.
- Coordinate uploading of webinars, podcasts and other content to website, assisting with upload process as needed to ensure target dates are met.
- Collaborate with brand team and internal support teams to promote webinars and published content via email, social media, PR and other available channels to achieve registration/attendance and engagement/lead generation goals.
- Prepare and distribute email summary of webinar results after each webinar.
- Prepare and distribute email summary of content updates biweekly.
- Coordinate execution of brand emails and site promotions, ensuring adherence to brand and quality standards.
- Conduct periodic reviews of website content to identify bugs, broken links and other opportunities for improvement.
- Coordinate production of webinars, articles, blog posts, marketing materials and other content as needed to meet strategic partnership goals.
- Coordinate production of pre-show advertising, booth marketing materials, exhibit/display materials, giveaway items and other deliverables for tradeshow/virtual conferences.
- Coordinate shipping of materials to and from tradeshow, ensuring all deadlines are met and special instructions are followed.
- Support marketing efforts related to tradeshow/virtual conference participation (email, social media, PR and other available channels) to maximize booth traffic and lead capture.
- Process leads collected at tradeshow/virtual conferences, ensuring they are added to the appropriate lead lists.
- Coordinate follow-up emails as needed after each show.
- Provide ad-hoc copywriting support for website and other projects.
- Complete other duties as assigned.