

Sr. Marketing and Events Coordinator

Dept./Division: Building Owners and Managers Association (BOMA), Commercial Brokers Association (CBA), Massachusetts Apartment Association (MAA) and Real Estate Finance Association (REFA)
Position: **Sr. Marketing and Events Coordinator – Greater Boston Real Estate Board**
Status: Exempt
Reports to: EVP – Commercial Divisions, GBREB

Fall 2022

Position summary

The Sr. Marketing & Events Coordinator is responsible for managing educational programs and signature events for the Commercial Divisions – primarily REFA and CBA. Responsibilities will include leading committees and assisting with program development, event marketing and management. The position also oversees the marketing communications plan for REFA and CBA with the goals of increasing brand awareness and event participation.

Event and Education Responsibilities

- Manage several signature events for REFA and CBA with the goals of increasing attendance and enhancing the member experience.
- Manage 10-12 educational programs per year ranging from 25-person roundtable events to 100-person panel discussions.
- Manage REFA Golf & Tennis Tournament.
- Manage marketing and registration process for the Annual REFA Gala.
- Manage and work with assigned committees to achieve program goals.
- Build and execute program budgets for assigned events.
- Manage sponsorship solicitation process for assigned events.
- Generate attendee participation through strategic marketing.

Marketing Responsibilities:

- Build, execute and manage marketing communications plans for REFA and CBA Events.
- Oversee the production and distribution of marketing materials for assigned events and educational programs with the goals of increasing awareness, attendance, and revenue.
- Work with graphic designer to develop event materials.
- Lead social media efforts for both REFA and CBA generating more activity and awareness.
- Maintain the CBA and REFA websites, DEI websites, and signature event websites.
- Produce the CBA Member Spotlight.

Additional Responsibilities:

- Work with associations Charitable partners to increase awareness and organize community service opportunities.
- Work with team on all commercial division signature events, providing support as needed.
- Work with team to identify needs for additional programming as a member benefit.
- Manage relationships with members to engage them with committee participation.
- Work on special projects as requested.

Qualifications

- Bachelor's degree in business, communications, marketing, or a related field, preferred
- A minimum of 3 years of experience in association management, event planning, education development, client relations, member relations, sales, or marketing
- Excellent written and verbal communication skills
- Excellent interpersonal skills and the ability to interact with senior level executives.
- Ability to work effectively in a team environment as well as multi-task, prioritize and complete projects on time.
- Strong people skills with an enthusiastic and positive attitude
- Strong analytical skills
- Ability to effectively manage budgets.
- Proficiency in MS office Products including Excel, PowerPoint, and CRM software like Salesforce, IMIS
- Experience with marketing platforms and programs: Constant Contact, Canva, Meltwater, Hootsuite
- Experience and interest with Social Media Platforms including Twitter, LinkedIn, Instagram, Vimeo and Facebook
- Experience working on video teleconferencing platforms for meetings and webinars
- Must be able to stand for long periods of time and lift boxes and event supplies of up to 40 pounds

About us: The Greater Boston Real Estate Board

Representing over 12,000 members, The Greater Boston Real Estate Board (GBREB) is the oldest Real Estate Trade Association in the United States. GBREB consists of five organizations:





Building Owners and Managers Association (BOMA), Commercial Brokers Association (CBA), Greater Boston Association of Realtors® (GBAR), Real Estate Finance Association (REFA), and the Massachusetts Apartment Association (MAA). GBREB is an affiliate of the National Association of REALTORS®, BOMA International and the National Apartment Association.

Through the Greater Boston Real Estate Board and the 5 divisions we provide members with advocacy, education, events, visibility, and networking opportunities to help strengthen the profession.

The Greater Boston Real Estate Board is committed to the principle of equal employment opportunity. Applicants for employment and employees are reviewed on their individual qualifications for a position. Under no circumstances will The Greater Boston Real Estate Board discriminate against qualified persons on the basis of race, color, religious creed, retaliation, national origin, ancestry, sexual orientation, gender, gender identity/expression, disability, mental illness, genetics, choice of health insurance, marital status, age, veteran status, or any other basis prohibited under applicable law.

Applicants, as well as position incumbents, who become disabled as defined under the Americans with Disabilities Act must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.

To apply for the position, please send cover letter and resume to Adrienne Maley, EVP – Commercial Divisions at amaley@gbreb.com

