

## SENIOR 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: **Senior Marketing and Events Coordinator – Greater Boston Real Estate Board**

Status: Exempt

Reports to EVP – Commercial Divisions, GBREB

### Position summary

The Senior Marketing and Events Coordinator is responsible for managing events, education and marketing for BOMA and MAA. With a membership of over 2,000 members, BOMA and MAA produce over 60 events per year to provide members with education, networking and visibility opportunities. Responsibilities include managing signature events and providing members with quality networking, education and engagement opportunities. Marketing responsibilities include digital event and association marketing and social media.

### Event and Education Responsibilities

- Manage several signature events for BOMA and MAA including Golf Tournaments, BOMA's Fishing Tournament, Springfest, Fallfest and Maintenance Mania.
- Contact vendors, source and tour potential venue locations, and assist with coordination and execution of events ranging in size from 20-300.
- Manage several live and virtual educational programs for BOMA and MAA Members
- Manage all event set-up, tear down, and follow-up processes.
- Work with assigned committees to achieve committee goals and plan events.
- Develop and manage budgets for assigned events. Keep costs within allocated budget, track costs and reconcile invoices post event.
- Manage sponsorship solicitation process for assigned events.
- Generate attendee participation through strategic marketing.

### Marketing Responsibilities:

- Manage marketing communication plans for BOMA and MAA.
- Manage the production and distribution of digital marketing for assigned events and educational programs with the goals of increasing attendance, visibility, and revenue.
- Produce monthly Electronic News and NEREJ Piece for BOMA.
- Work with graphic designers to develop materials for events to increase general awareness about events/association and visibility for the sponsors.
- Manage social media accounts for both BOMA and MAA to generate visibility and participation.
- Manage additional sponsorship opportunities.

### **Additional Responsibilities:**

- 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 the divisions through programming, education, and committee participation.

### **Qualifications**

- Bachelor's degree in business, communications, marketing, or a related field
- A minimum of 2 years of experience in association management, event planning, education development, client relations, member relations, sales, or marketing
- Excellent written and verbal communication skills
- Highly approachable and friendly personality
- Excellent interpersonal skills and the ability to interact with senior level executives
- Ability to work effectively in a team environment
- Strong analytical skills, attention to detail, and time management skills
- Strong organizational skills
- Ability to effectively manage budgets
- Proficiency in MS Office including Excel, PowerPoint, and CRM software like Salesforce, IMIS
- Experience with email communications platforms such as Constant Contact or Informz
- Experience and interest with social media platforms including Twitter, LinkedIn, Instagram
- 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
- Candidate must provide own transportation to work events outside of Boston

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](mailto:amaley@gbreb.com)



*Divisions of the Greater Boston Real Estate Board*