

EVENTS AND MARKETING MANAGER

Dept./Division: Building Owners and Managers Association (BOMA), Commercial Brokers Association (CBA), Real Estate Finance Association (REFA) and Rental Housing Association (RHA)

Position: **Events and Marketing Manager – Greater Boston Real Estate Board**

Status: Exempt

Reports to: EVP – Commercial Divisions, GBREB

Position summary

The Events and Marketing Manager is responsible for managing education programs and signature events for the Commercial Divisions – primarily for REFA and CBA. Responsibilities will include leading the Educations Committees and assisting with program development, marketing and management.

Event and Education Responsibilities

- Manage several signature events for REFA including the Annual Forecasting Luncheon, Summer Reception, Golf Tournament, Fall Conference and Annual Gala with the goals of generating more revenue, 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
- Work with committees to identify, secure and manage speakers for assigned events and education.
- Develop and manage budget for assigned events
- Manage sponsorship solicitation process for assigned events
- Generate attendee participation through strategic marketing

Marketing Responsibilities:

- Manage marketing communications plans for REFA and CBA Events
- Manage the production and distribution of marketing materials for assigned events and educational programs with the goals if increasing attendance and revenue.
- Work with graphic designer to develop materials for events to increase general awareness about events/association and visibility for the sponsors
- Manage social media accounts for both REFA and CBA generating more activity and awareness.

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

Qualifications

- Bachelor's degree in business, communications, marketing or a related field
- 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 and interest with Social Media Platforms including: Twitter, LinkedIn, Instagram and Facebook

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