

# BREAKING DOWN JOB DESCRIPTIONS

## What to look for when reading a job description

The first thing you want to ask yourself when reading a job description is, “what kind of employee are they really looking for?” Put yourself in the shoes of the hiring manager. If you had to choose a handful of candidates among a sea of applicants, what would you be looking for most when reviewing resumes and cover letters? This should inform the content and layout of your materials. If you need help with this, make an appointment with the Career Services office and bring in a job description...or two for further review.

Next, you want to highlight the keywords. In the example below, you will find that the action verbs used in the job description have been made bold while other important terminology has been underlined. It is important to use the same language as the job description, so these words can serve as a guide when writing (or adjusting) bullet points and other key words on your resume and/or cover letter.

Finally, make sure you haven't missed any important instructions. These could include the opening and closing date for applications; a list of materials needed (i.e. resume, cover letter, references), and contact information (is the name of the hiring manager listed?).

Below is an example of a real job description with appropriate keywords highlighted:

### **Event Marketing Manager**

Job Title: Event Marketing Manager

Employment Status: Full Time

Description: Marketing Manager, Event Marketing

#### POSITION SUMMARY:

The Marketing Manager, Event Marketing, will be responsible for working with various BUs, senior-level executives and other business divisions and professionals, depending on the program. This position will manage outside vendors, third-party suppliers and contractors who provide services to the business. This position has a direct impact on BU operations through timely project management of various elements of conferences, trade shows, alliance and partner events.

There is **considerable interaction** with all **BUs, executives, internal / external support teams, and vendors**. This position requires an extraordinary **attention to detail** when managing project plans and schedules. Thorough review processes and effective project management must be employed to quickly address any issues.

This individual will **report directly to the Vice President of Marketing for AVS** and will work closely with other members of the AVS Marketing team **in areas of marketing communications, thought leadership, digital, events and creative services**.

ESSENTIAL RESPONSIBILITIES include but may not be limited to:

- **Planning** and **executing** the AVS events/trade show calendar – **Create, maintain and implement** an all-encompassing calendar of events, conferences and trade shows.
- Trade shows – Creating lead nurturing programs at conferences and trade shows where AVS has a presence. Will be responsible for 30+ trade shows and conferences per year ranging from high-profile to small targeted conferences.
- **Research, evaluate** and **recommend** shows aligning with marketing and sales initiatives.
- **Manage** sponsorships, speakers, advertising, booth operations, messaging, outside exhibit house and booth design.
- Marketing plan and materials development - **Develop** and deploy strategic event marketing plan to increase lead generation and ROI.
- Create engaging pre- and post-show messaging and outreach programs.
- Work with creative director to create targeted marketing materials, graphics and signage for each event.
- Internal and external communications – Build internal and external partner relationships and Develop communications (including social media) that drive attendance.
- **Direct** and **motivate** event teams.
- Sales conferences/executive meetings – **Plan and execute** various AVS sales meetings and conferences for multiple business units and program-related deliverables, including site selection, contract negotiations, project management, creating and maintaining budget, BU client management, adherence to program budget, creation of banquet event orders, maintenance of rooming list, air and registration team coordination, program specifications design, onsite management, trip director sourcing, invoice generation and final billing reconciliation.
- Budget and vendor management – **Identify** alternatives for keeping meeting and special event costs within the overall budget. Manage budget and work with the vice president of marketing and finance to process, code and track invoices and payments.
- Project management – Work with Marketing Central project-management database. Develop and maintain sample library for all marketing-related elements associated with meetings and events. Support various meeting and special events projects in a manner consistent with strategic objectives.
- Reporting – Prepare monthly reports to the Vice President of Marketing of ADP's Added Value Services that outline current event schedule, with ROI tracking.

Experience, Skills, Academic:

#### EDUCATION:

- Bachelor's degree in marketing, communications, tourism, hospitality or related field.

#### EXPERIENCE and SKILLS:

- Five years of proven expertise in **planning** for large conferences, trade shows, executive meetings and other events.
- Ability to simultaneously **manage** multiple projects from conception to completion.
- Experience with production and staging.
- Ability to meet deadlines under pressure in a changing, fast-paced, deadline-oriented environment.
- **Creation** and management of production schedules and processes.
- Solid understanding of ERP conferences and trade shows.
- Excellent organization, prioritization, and time management skills. (**Soft Skills – Cover Letter**)

- Excellent communication skills (written and verbal) with strong presentation skills and ability to interact with all levels of leadership.
- Strong work ethic and ability to multitask with attention to detail.
- Solid knowledge working with the legal department on hotel and event contracts.
- Experience **managing** external and internal vendor relationships and working within defined budget parameters.
- Ability to negotiate contracts and develop and achieve budget goals• Extensive knowledge of the AVS lines of business (preferred).

**TRAVEL:** This role requires 45 – 65% percent travel and can be performed from a home office.

#### **TECHNOLOGY REQUIREMENTS:**

- Strong Microsoft Office skills, including Outlook, Excel, Word, PowerPoint and Live Meeting.
- **Moderate knowledge** of image manipulation, drawing, page layout and web design applications.
- Knowledge of print, video and other media production processes.
- Willingness to learn the technical aspects of the company's products and services (tax, human resources compliance, electronic payments).
- Ability to learn new software quickly.
- Prior knowledge of Salesforce.com, IBM project management software, Registration Online, Marketing Central, Market Point/Zuant event and lead gathering iPad solution, Facebook, LinkedIn, Twitter, Pinterest, YouTube and Slide Share preferred.