



Trends Equity - www.trendsequity.com – is a Westboro, MA based publishing and conference business producing AI Trends - www.aitrends.com and AI World Conference & Expo - www.aiworld.com. The principals have a 25+ year history of building 4 publishing companies and producing some of the nation’s leading conferences and tradeshow in many areas of emerging technology, including artificial intelligence, robotics, telecommunications, enterprise software and others. We are a small business located in Westboro, MA and are looking for a self-starter with experience in conference and event marketing.

Event Marketing Specialist / Consultant - Westboro, MA

The Event Marketing Specialist will manage a variety of projects. This is a great opportunity to interact with both external industry contacts and to learn about cutting-edge technologies. We are seeking a marketing specialist to report to our President, who will oversee developing the complete marketing strategy including, email, direct mail, social media, marketing partnership programs, etc. and to drive conference attendee and sponsorship revenues. We use the latest CRM software including Act-On, Hootsuite, Google Analytics, etc.

This position requires excellent communication and writing skills. The Marketing Specialist is proactive and needs to possess an entrepreneurial spirit, and able to work in a fast-paced small team environment on multiple projects. Attention to detail is required as there are many promotions to manage, often simultaneously.

We are seeking local candidates (Boston West and Metro area) who are immediately available for either consulting or full-time work. There is no relocation assistance available for this role.

Responsibilities:

- Manage two (2) Word Press websites – aiworld.com and aitrends.com
- Directing our SEO, Marketing Automation and Social Media to drive conference attendance and sponsorship awareness.
- Generating new email and drip campaigns using a marketing automation system, setting up, and following up on these campaigns to engage and nurture leads.
- Track email marketing and social media performance and develop improvement strategies.
- Analyze and optimize the effectiveness of the digital strategy.
- Perform in-depth analysis of digital campaigns and website performance to drive customer acquisition, customer retention, lead conversion, sales, and brand equity.



- Create and maintain digital game-plan calendar, managing the development, testing, and deployment of new email campaigns.
- Handle all media, association and research sponsorship agreements and deliverables pertaining to marketing execution.
- Write press releases, manage mobile app event platform, write and create attendee and sponsor emails and invitations.
- Manage and promote webinars.
- Press Relations: manage the press contact list, register press for events, generate new names for our press list and support sponsors with press activities, both pre-event and onsite.
- Identify opportunities, allocate resources, develop marketing messages and execute marketing programs that deliver results.
- Drive and execute outreach with key influencers and groups to gain their involvement in events, both for pre-event promotion and onsite involvement and activities.

Experience, Knowledge, Skills, and Abilities:

- 3+ years' experience in a Corporate B-to-B marketing environment with specific experience in event/conference marketing.
- Expert knowledge of marketing best practices for effective outreach.
- Experience using and measuring social media performance (Twitter, Facebook and LinkedIn) to drive marketing.
- Excellent verbal and written communication skills, especially editing/proofing skills.
- Excellent organizational skills with the ability to manage multiple priorities and projects under extreme time constraints
- Experience with marketing automation systems including Act-On (or other similar email marketing platforms), GoToWebinar software, Hootsuite, Twitter, LinkedIn, Facebook, SEO, Google Analytics, etc.
- Excellent working knowledge of Microsoft Word, Excel, and PowerPoint.
- HTML and graphic design - design experience required.
- An eye for creativity (visual presentation; marketing materials, etc.)
- Intellectual curiosity about emerging technology and its impact on business and society.
- Strong understanding of marketing efforts on sales process and new business generation.
- Strong, working knowledge of technology business management and technical audiences preferred.
- Proven ability to pursue opportunities and audiences in new event space.
- Motivation and ability to learn new tools and software programs and tools.
- Ability to maintain creativity, flexibility, and motivation in a small team environment.



Minimum Requirements

- Four-year college degree in Business, Marketing, or Management, or related area of study, or a combination of relevant education and experience
- 3+ years' experience in events, conferences, and/or tradeshows
- Must be legally authorized to work in the US without sponsorship

Physical Requirements (with or without accommodation), including ability to:

- Work long event days and stand/walk through large convention centers
- Lift and carry up to 20 pounds a distance of 50 feet.
- Sit at a desk and work on a computer, for up to 3 hours at a time
- Talk on the telephone frequently throughout the day
- Speak, read, and write in English
- Travel up to 1% of the time including weekends and holidays and domestically

Work Environment:

- Cubicles or small offices depending on job requirements and location
- Casual business attire

Job Type: Full-time or consultant