

## **GreenGale Publishing Job Description**

**Job title:** Event Marketing Coordinator

**Location:** Hamptons

**Reports to:** Publisher

### **PURPOSE AND DESCRIPTION OF JOB**

Coordinates with Publisher/Marketing Director and helps with event activities for magazine. Please note that no position at Greengale Media is static, and job functions and priorities will change as the needs of our company evolve.

### **ESSENTIAL FUNCTIONS**

#### *Description of Function*

- Perform all marketing/events activities in conjunction with Director
- Create event templates.
- Liaise with Edit/Publisher/Director to outline event opportunities for the season.
- Liaise with Greengale in-house PR executive with long notice of high profile events.
- Create and maintain long-term magazine event calendar.
- Create and maintain long-term in-market external event calendar.
- Work with Director on all event production/activation.
- Manage and direct intern program for event activation assistance.
- Create all event recaps and deliver to appropriate person within 2 weeks of event.
- Work with event photographer/video to send to PR executive for digital department to get uploaded on magazine websites within 2 days of event.
- Traffic event photos for in-book and work with Sales to select and confirm photos and captions.
- Send post-event photo link to Sales for client distribution.
- Develop and maintain strong on going relationships with local cultural institutions, charities, film/TV/cable studios, members-only clubs, publicists (for driving celeb to events), etc. to create cross promotional partnerships.
- Other projects & duties as assigned.

#### *Detailed Responsibilities:*

1. Event specific proposal formatting/construction/drafting
  - Generate artwork
  - Formulate copy for review by Director
  - Client specific asset inclusion for review by Director
2. Event Execution
  - Action item list including deadlines (“run of show”)
  - Invitations – generate copy, obtain necessary approvals, work with promotions art department for design, work with Database Manager for list of invitees, RSVP’s
  - General setup – magazines, DJ, décor (work with appropriate on-site contacts when working with outer markets)
  - Execute deliverables for clients pre and post-event and on-site
    - Promotional assets (logo/brand inclusions on invite, media alert, step and repeat where applicable)

- Access/tickets – track tickets promised to clients and ensure client guests are appropriately indicated on RSVP lists
    - On-site presence (work with on-site contacts when working with outer markets)
    - Client shot list setup & on-site shot list execution (work with appropriate on-site contacts when working with outer markets and with assistants/interns when necessary)
    - In-book credits
    - Post-event gifting organization
  - o In-book pictorial coverage execution
    - Selects to ensure celebrities/VIP's as well as clients are included
    - Proper credits to ensure all clients are mentioned
  - o Photographers
    - Booking
    - Post-event follow up
      - Ensure accurate captions on WireImage
      - Get disk and upload to server (work with appropriate on-site contacts when working with outer markets)
      - Posting photos to appropriate Social Media sites as well as managing on-site b-roll photographer and handling logistics of sending video to on-line editors.
  - o Press Tracking – coordinate with Fox Greenberg (pre-event, on-site, post-event)
3. Execute in-book assets for all vendors & strategic partners
- o Insertion orders
  - o Coordinates with appropriate department for luxe list, calendar listings, editorial inclusions, pub page mentions
  - o Credits for in-book pictorial coverage

## OTHER FUNCTIONS

Candidates who cannot perform some or all of these duties because of disabilities will nevertheless receive full consideration for the job based on their ability to perform essential functions.

1. Run errands such as deliveries or pickups as needed.
2. May be called upon to travel to other regions to assist in Event marketing execution.
3. Create PowerPoint for events
4. Other duties as assigned.

## MINIMUM REQUIREMENTS

The following are required to enable job holders to perform the essential functions of the job.

### (1) Skills/knowledge

Ability to operate office equipment such as fax machine, photo copier

Ability to operate a computer and Microsoft Office programs (Word, Excel, Powerpoint) and Gmail

### (2) Experience/education

Bachelor's degree (B. A.) from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

Minimum one year prior experience in events and/or marketing role

Prior publishing experience preferred

**(3) Physical effort and dexterity**

Note: Candidates whose disabilities make them unable to meet these requirements will still be considered qualified if they can perform the essential functions of the job with reasonable accommodation.

Occasionally required to walk and stand

Frequently required to sit and lift and/or move up to 25 pounds.

**(4) Visual acuity, hearing, speaking**

Note: Candidates whose disabilities make them unable to meet these requirements will still be considered qualified if they can perform the essential functions of the job with reasonable accommodation.

Regularly required to talk or hear.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**(5) Environment and scheduling**

Scheduled hours are Monday – Friday, 9:00am to 5:30pm with a thirty minute unpaid lunch.

Overtime hours outside business hours may be required as needed.

The noise level in the work environment is usually moderate.

The employee regularly works in an office setting but may be exposed to outdoor climates when required to go offsite.

**Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

1. Problem Solving - Works well in group problem solving situations.
2. Project Management - Coordinates projects; Communicates changes and progress; Completes projects on time and budget.
3. Customer Service - Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
4. Interpersonal Skills - Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
5. Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
6. Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

7. Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
8. Diversity - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Promotes a harassment-free environment.
9. Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
10. Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.
11. Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.
12. Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.
13. Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
14. Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
15. Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
16. Safety and Security - Observes safety and security procedures; Reports potentially unsafe conditions; Uses equipment and materials properly.
17. Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
18. Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
19. Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals.; Completes tasks on time or notifies appropriate person with an alternate plan.
20. Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

It is not the intention of this position description to limit the specific duties of this job, but rather to describe the major responsibilities and activities associated therewith at the time the position was prepared. As our company changes, as its needs change, or simply with the passage of time, the specific task and

responsibilities which comprise any job also tend to undergo changes. Such changes may consist of additions to, reductions in, or substitutions of duties and responsibilities.