MSI
MARKETING SCIENCE INSTITUTE

Job Description

Job title:	Community & Events Manager
Position classification:	Full time / exempt / employment-at-will relationship
Travel required:	Yes. *Approximately 10% (post covid)*
Location:	Headquartered in NYC, but option for remote
Reports to:	Managing Director

Principal Responsibilities

This person will be responsible for the conception, planning and execution of MSI's signature events – a hallmark of the Marketing Science Institute's unique membership experience. A direct report to the Managing Director, this position comes with significant responsibility to deliver the best experience for our members. MSI is a division of the ARF, so a portion of this role will be working across teams to ensure value is being delivered to members through MSI programs.

The Role:

High-quality, innovative, engaging events are a pillar of the MSI member experience. MSI delivers both digital and live programs that connect research academics and corporate practitioners in meaningful and productive ways. We're looking for someone to join our team to manage these engagements and events with flawless execution, relentless focus on the participant experience, and creative flair.

This is a full-scope event planning, promotion and management role which requires strong project management and proactive stakeholder management skills as well an understanding of promotional marketing, event production, budget management and logistics.

This role will also focus on developing and maintaining MSI's community of participants in these programs. The role will develop personal relationships with key stakeholders from across Fortune 500 companies.

Ideal Candidate:

You have a proven track record in events management, production and/or project management. You have strong detail orientation, an interest in (but not necessarily a background in) the discipline of marketing, foresight, good judgement, creativity, energy, thoughtfulness and confidence. You draw significant personal satisfaction from a successfully-executed event and always seek to find ways to improve the participant's experience next time. We're a very collaborative group where every role is integrated with every other role in some way, so you'll need to enjoy working regularly as part of a true team. You are open to new ideas -- and ready to offer your own. We are a small, nimble organization that welcomes and enjoys all types of personalities and highly values diversity in all forms.

Core Responsibilities:

Strategy:
- Under the direction of MSI/ARF leadership, drive the planning, promotion and execution of events intended to engage MSI members and academics, manage the annual Event Calendar, etc.
- Responsible for all financial aspects of conferences including: annual budget; onsite expenses; conference pricing; reconciling budget with Finance and Administration teams. Prepare regular reports for teams.

Community management:
- Oversee MSI community involvement in programs and events. Develop cohorts of members to participate in intimate programs like roundtables. Be MSI's point of contact for programs, developing personal relationships with key stakeholders.
- Manage MSI communities throughout the year. Work with team to develop new opportunities for engagement such as steering committees, share groups, and other ways to keep members engaged outside of planned events.
- Utilize systems and data to ensure active participation from members. Knowledge of CRM Databases is helpful or being technical savvy enough to work with them (we use Salesforce).
- Work with the MSI/ARF membership team to generate interest and participation in MSI programs.

Planning & Promotion:
- Create and execute plans to promote programs; track registrations and use all possible means to maximize attendance.
- Manage and participate in program development including speaker research, identification and recruitment with aim of maximizing member engagement.
- Manage all communications with speakers, attendees, and vendors. Obtain all necessary information and materials including, but not limited to: A/V needs; bios and photos; handouts, files, and related conference materials; and authorization forms.
- Develop and oversee event related communications, digital and physical event collateral and all technical requirements in collaboration with MSI and ARF staff.
- Keep all information up to date across MSI platforms (Salesforce, Wordpress website, shared calendars, etc)

Event Execution:
- Responsible for producing and executing all virtual events on our digital platform (Zoom).
- Manage the execution of on-site events and all logistics from the granular level with responsibility for every attendee/guest's raving satisfaction (including speaker, MSI staff travel, etc.).
- Manage post-event activities, such as maintaining all meeting files; ordering speaker gifts; overseeing sending of thank you notes, etc.

Skills and Minimum Requirements
- BA, minimum of 5 years of relevant professional experience
- A list of successful programs managed would be helpful, along with a few stories about complexities and challenges involved in these events (and your role in solving them).
- Community, member, or client management experience
- WordPress experience preferred
- Experience with CRM/database maintenance preferred (Salesforce)
- Proven aptitude for troubleshooting and learning new systems and technologies quickly
- Proficient across the entire Microsoft Office suite, especially PowerPoint
- Must be extremely well organized with a strong attention to detail
- Ability to multi-task and work independently

- Strong written and verbal communications
- Must be flexible and able to work under pressure