

Job Title: Marketing & Events
Coordinator

Location: Wausau, WI

Salary Range: \$58,656 - \$65,000



Design
Construct
Furnish

At The Samuels Group, we recognize our employees are our most valuable resource. We are builders of structures and builders of long-lasting relationships. Our accomplishments must always be measured by a strong team of employees, their safety, and an unrivaled level of client satisfaction. We encourage and foster a work environment that embraces communication, respect, and recognition. Within this environment, Samuels Group employees flourish, taking projects to the next level. In addition to offering a history of quality, Samuels Group provides a passionate, energetic, and dynamic supportive culture where employees can continue to grow.

Position Summary: As a Marketing & Events Coordinator, you will play a crucial role in promoting our brand, coordinating events, providing exceptional client experiences, and supporting our marketing initiatives. The marketing and events coordinator is responsible for working both independently and as part of a team and have the ability to manage multiple projects simultaneously.

Principal Duties/Responsibilities:

- Planning and participating in events, tradeshow, and client celebrations as needed. Coordinate associated sponsorships, advertising, registration, staff scheduling, travel arrangements, booth needs, promotional items, door prizes, signage, packing/unpacking, follow-ups/thank-you, press releases, etc. May require travel to key events to gather photo and/or video content.
- Promote events via social media and email campaigns as needed.
- Handle administrative tasks related to marketing and event planning, such as processing invoices, tracking expenses, and maintaining databases.
- Manage event budgets ensuring expenses are within approved limits.
- Maintain event calendar and ensure timely communication of event schedules.
- Report on event outcomes, including attendance, feedback, etc.
- Client and Community Relations:
 - Maintain strong relationships with clients, partners, and community organizations.
 - Develop relationships with local media
 - Represent Samuels Group at industry events, networking functions, and community activities as needed.
- Assist with creating quality content across a variety of channels (blogs, case studies, awards, press releases, etc.)
- Assist with digital newsletter featuring projects, staff, events, etc.
- Update website including project portfolio pages, photos, job openings, etc.
- Assist with marketing communications ensuring message continuity and alignment with brand aesthetics.
- Perform other duties as assigned.

Knowledge, Skills, and Abilities:

- Foundational knowledge of marketing principles and strategies.
- Excellent organizational skills and attention to detail.
- Strong prioritization skills.
- Ability to manage multiple projects simultaneously while adhering to budgets and timelines.
- Ability to adopt the style, tone, and voice of our business' various types of content.
- Ability to produce a wide variety of content for digital platforms and the media.
- Proactive team-player who excels at building trusting relationships and communicates in a professional, courteous, diplomatic manner with all levels of the Samuels Group team, clients, and vendors.
- Results-driven achiever with ability to attain goals, complete tasks, and generate solutions to issues that may arise.
- Must be able to ask questions, listen to, receive and give verbal and written instructions and directions in a professional manner.
- Foundational understanding of industry practices, processes, and standards is helpful.
- Experience with social media platforms (Facebook, LinkedIn, Pinterest, Instagram, Twitter, etc.) is a plus.
- Proficiency in Microsoft Office Suite.
- Experience with HubSpot is a plus.
- Photography and videography experience is a plus.

Education and Experience:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- 3+ years of experience in event planning and/or marketing coordination.
- Experience with digital marketing tools and platforms (e.g., social media management tools, email marketing software, CRM systems)

Working Conditions:

In a typical 8-hour workday, employee will usually sit at least seven hours, stand at least a half hour, and walk at least a half hour. Employee's job requires occasionally to bend/stoop and reach above shoulder. Employee's job frequently requires using hands for repetitive action such as simple grasping, manipulating, and keyboarding. Work hours are generally during normal business hours. However, unscheduled evening and weekend work may be necessary to meet the needs of the organization. Out-of-town and overnight business travel may be required.

Benefits: Health insurance, Dental insurance, Vision insurance, Health Savings Account with employer contribution, Employer sponsored life insurance, Employer sponsored short-term and long-term disability, supplemental benefit options, Robust paid time off program, 401(k) with employer matching, Tuition reimbursement, Professional development assistance, Life insurance, Employee referral bonus program, Employee assistance program, Employee-driven wellness program and culture club, Flexibility, Work environment that encourages employee well-being and family/work balance

Visit our [Facebook](#) and [Website](#) to learn more about us!

The Samuels Group is an Equal Opportunity and Veteran Friendly Employer.